

Farmers Market Relocation and Expansion

A community-based process
by and for the City of Austin, MN



Southeast Regional Sustainable
Development Partnership

UNIVERSITY OF MINNESOTA
EXTENSION

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA



CSBR
Center for Sustainable Building Research

Center for Urban and
Regional Affairs (CURA)

UNIVERSITY OF MINNESOTA

Report prepared March 2021 by
Daniel Handeen, Research Fellow, CSBR
Mathias Hughey, Research Assistant, CURA

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Acknowledgments

Our special thanks goes to the Austin community members who attended the engagement meetings and filled out the surveys to provide invaluable suggestions, edits, input, and feedback.

Additional thanks goes to the Austin Police Department, which provided aerial photography of the current and proposed farmers market locations.

Austin Farmers Market Relocation and Expansion Project Partners

The City of Austin

<http://www.ci.austin.mn.us/>

Austin is a community of approximately 25,000 citizens located in Southeastern Minnesota. The area was first inhabited by Dakota tribes, and non-indigenous peoples settled in the area in the 1850’s, establishing flour and lumber mills along the Cedar River.

Key project personnel

- Craig Clark - City Administrator
- Holly Wallace - Planning and Zoning Administrator

Impact Austin

<https://www.facebook.com/impactaustinmn/>

Impact Austin is a community group in Austin, MN. Impact Austin’s mission is to build a vibrant community where people and resources connect to revitalize, discover, and invest to grow Austin in authentic ways. They aim to do this by addressing the following “four pillars of impact” that have been identified through local research and assessments: housing, identity & connection, downtown, and economic growth.

Key project personnel

- Mary Anne Duren - Coordinator

The Center for Urban and Regional Affairs Community Assistantship Program

<https://www.cura.umn.edu/programs/community/research-organizing-and-technical-assistance/community-assistantship-program>

The Center for Urban and Regional Affairs connects the resources of the University of Minnesota with the interests and needs of urban communities and the region for the benefit of all. Funding support for the CURA research assistant position was funded in part by the Mary J. Page Community-University Partnerships Fund.

The University of Minnesota’s Compact funds supports CURA’s Community Assistantship Program (CAP) program to connect Greater Minnesota communities to the University of Minnesota through community-driven, applied research. The research and technical needs of organizations are matched with student research assistants to carry out community-defined and -guided projects. CURA works with organizations selected for the program to create shared understanding and action based on the results.

Key project personnel

- Mary Oldham Hannemann - Student Engagement Coordinator
- Mathias Hughey - Graduate Research Assistant

The Southeast Regional Sustainable Development Partnerships

<https://extension.umn.edu/regional-partnerships/southeast>

The Southeast Regional Sustainable Development Partnership brings together local talent and resources with University of Minnesota knowledge to drive sustainability in agriculture and food systems, tourism and resilient communities, natural resources and clean energy. The Partnerships are part of University of Minnesota Extension.

Key project personnel

Anne Dybsetter - Interim Executive Director

The Center for Sustainable Building Research

<https://design.umn.edu/center-sustainable-building-research>

The Center for Sustainable Building Research is a unit of the College of Design based on the University of Minnesota Twin Cities campus that serves the research and outreach missions to transform the built environment towards sustainability.

Working with other research entities within the university as well as public and private organizations, CSBR serves as a resource for State of Minnesota, the design professions, the building industry, and the general public.

The Design for Community Resilience (DCR) program of the Center for Sustainable Building Research seeks to transform civic challenges into sustainable opportunities through design assistance. The DCR program has worked with many communities around the State of Minnesota to develop specific community assets using a defined and proven process that engages community stakeholders to create a vision that reflects their values and priorities.

Key project personnel

Dan Handeen - Research Fellow

Project Introduction and Orientation

Why relocate and expand the farmers market?

A farmers market has operated for many years in Austin, even though it has changed locations, sizes, and organizational structure numerous times over the years.

Austin residents identify many positive attributes of the farmers market, including access to local foods and being able to support local farmers and businesses. However, there is opportunity to expand the size of facilities, variety of offerings, and diversity of activities. Survey results indicate that respondents would like to see a greater variety of products and vendors, different or more operating hours, and entertainment and educational opportunities.

Proposed Goals

Broadly, the purpose and goals of this project are threefold:

- Increase the sales of current vendors
- Increase market opportunities for new and beginning farmers and makers
- Ensure better access to fresh and local food for residents in Austin and the surrounding communities

This document outlines process and outcomes of effort that sought to engage citizens and stakeholders in the community of Austin to help explore, envision, and shape the possibilities of what a larger farmers market development could become.

Additional Factors for consideration:

The City of Austin’s Comprehensive Plan includes a vision statement for the community:

“Austin, Minnesota is a diverse and welcoming community providing a full range of employment and housing options within attractive, walkable districts and neighborhoods, well maintained parks, and natural areas, convenient shopping, a vibrant mixed use downtown offering multi-generational arts, cultural and entertainment activities, connected by a safe and accessible multimodal transportation network.”

As Austin works toward realizing this vision, a vibrant Farmer’s Market is a vital part of helping to a strong community.

About the Austin Farmers Market

The Austin Farmers Market is at the moment a relatively modest affair, operating on a half-block section of 3rd Street in downtown Austin. As weather permits, it is held twice a week directly south of the recently constructed Spam Museum, on the east side of Main Street. The current site features nearby parking lots, contemporary streetscaping, and access to Austin's traditional Main Street.



The current farmers market location in Downtown Austin



The farmers market has undergone numerous changes over the years, including location and operating hours. The current market comprises a modest number of vendors and operates two nights per week. As a valuable facet of a healthy, locally-oriented community, the City would like to facilitate the growth of the farmers market.



The current Austin Farmers Market, viewed along 3rd Street.

The current site has limited space for expanding the market to include more vendors, and feedback from the community indicates that while the location is convenient for some, it is easily forgotten. The location of the market in downtown Austin is highly valued by residents and stakeholders, as the City seeks to stimulate its local economy and embrace a thriving art scene.



Planters decorated with mosaics show collaboration between local artists and residents.

Potential New Location

The City of Austin owns several parcels along the Cedar River that it has identified as a potential site for a new and expanded farmers market. The proposed site is bounded by the river to the east, 4th Street to the west, 2nd Ave to the north, and Oakland Ave E to the south. It is approximately half a mile from the current farmers market site.



Proposed location for farmers market



Austin has experienced flooding along the river in recent years and the City has acquired parcels in an effort to mitigate impacts of future flooding. Because of the flood zone designation, development opportunities on these properties are limited, and the lots themselves are currently vacant.



Aerial view of flood-prone properties. City-owned parcels are indicated by dashed line.

There are two other flood-zoned properties adjacent to the current city-owned properties. The Terp Ballroom - a vacant former music and dining venue, rests on the adjacent property to the North, and another property to the South currently hosts a small used car dealership. Because of the development limitations resulting from flood-prone designation, the City has identified both of those adjacent properties as potential future acquisitions.



Looking south along 4th St. from the front of the Terp Ballroom

The steep and heavily wooded banks of the river currently limit views and access to this natural amenity.



Looking north from Oakland Ave Bridge.



View toward the river from within the wooded area of the site



View toward the river from the site.

The City-owned property was the former site of a gas station and a bowling alley. Since then, it has remained mostly vacant but at one point hosted a previous iteration of the farmers market.



The site viewed from the West across 4th St.



There are many mature trees on the site, though they are largely located along the river.



Google Street View image from 2009 showing the former gas station.



This metal frame held a sign for a farmers market located at the site in 2016.

Land uses adjacent to the proposed site include the Noon Lions park to the South across Oakland Ave which features a small parking lot and access to the City’s recreational trail system. The park also has a restored prairie, and a pedestrian bridge that connects to a park on the other side of the river where a disc golf course provides additional recreational opportunities.



An archway made with bicycle frames provides identity to the park.



Pedestrian bridge on the south side of Oakland Ave.



Prairie restoration to the South across Oakland Ave.

To the north of the site is the Riverside Arena, home of the Austin High School Packers boys’ and girls’ ice hockey teams, as well as the Austin Bruins, of the North American Hockey League.



Riverside Arena

Across 4th St. to the west is open space previously acquired through a flood acquisition program, and a large multi-family public housing structure. To the northwest is a Salvation Army facility, including a chapel and donation center. Development of the Salvation Army property is limited by flood danger.



The public housing units and associated parking lot and open space.



The Salvation Army facility.

The vegetation on the proposed site currently consists of turf, some planted trees, pioneering and weedy native species, common native flood plain trees, and some non-native and invasive species as well.



Turf meets old blacktop.



One of several recently planted trees - a *Catalpa Speciosa*.



Purple Loosestrife is an aggressive invasive plant.



Sumac is a native shrub that is often considered weedy.

Local aesthetic identity varies from a practical industrial/ institutional look with historical red-brick and limestone, to eclectic local arts, and some interesting period architecture.



Concrete pylons and steel railings add some visual interest.



A shelter off the bike path just south of the proposed site.



Hand painted bench and mosaic planter.



Red brick and tan stone are common along historic Main St. Contemporary street-scaping has been introduced here.

The community engagement centered around a series of three online town hall meetings. Each meeting was structured to exchange as much information as possible about the project, both to inform attendees and viewers about what was known, and to gather input to guide the development of the project. All community members were invited to the engagement meetings. The meetings were publicized on local radio and print media, and shared extensively via social media channels.

CSBR developed two surveys in partnership with Impact Austin to assess current activities and sentiment around the current farmers market, and to solicit input about what they would like to see added or changed. Two separate surveys were developed and distributed, one for farmers market customers, and one for farmers market vendors. The responses were recorded and compiled, and analyzed for prevalence (see Appendix 2 for the complete list of survey questions and responses). Suggestions were made into word clouds, which show the size of words relative to the frequency of occurrence in the survey responses:



Word cloud responses to "Is there anything else that you would like to see or do at a farmers market in Austin, MN?"



Word cloud responses to “Where is a good spot for your dream farmers market?”

Town Hall Meeting #1

The first public Town Hall Meeting was held October 8th as a Zoom webinar. The primary intent of the first town hall meeting was to seek stakeholder input on what needed to be addressed, and what direction the project should take. Additionally, attendees were invited to propose “blue sky” ideas about what potential amenities and activities could be included as they considered a “new” farmers market.

The meeting was held online over the lunch hour so that more people might attend, and was recorded for later viewing. After introductions, CSBR researchers shared a brief presentation on the history of the farmers market, and the results of two surveys.

Following review of the survey results, CSBR presenters shared a number of examples of other farmers market facilities from around the upper Midwest. The other facilities covered a broad range of sizes and aesthetics, and were presented to serve as bookends and inspiration for what a farmers market could be.

Survey #2: Precedents

Following the first Town Hall meeting, a second survey was released so that respondents could weigh in with more ideas, suggestions, and reactions to the precedent examples shown during the webinar. Images of the precedents contained “hot spot” areas that users could click to indicate affinity, neutrality, or dislike. Results and responses are shown in Appendix .

Design Scenarios

The responses from the intial customer and vendor surveys, the first town hall, and the precedent response survey were used to guide the development of three design scenarios. Despite differences in concept and appearance, each scheme was built upon the same guiding principles:

- The site should host multiple uses
- It should be highly visible
- It should be easily accessible to and by all
- It should be durable in the face of floodwaters
- It should manage stormwater and runoff on-site
- The installation can proceed in phases

The three designs are presented on the following pages, with descriptions accompanying each one.

Diamond Pavilions Proposal

The *Diamond Pavilions* plan featured six individual pavilions arranged around a central plaza that gradually widened as it neared the river. Vendors would be able to park on two sides of each pavilion, with space for 4-6 vendors per pavilion. In this scenario, the restroom facility was located to the West across 4th St.



Courtyard Connection Proposal

The second layout presented was the *Courtyard Connection*. Like the *Diamonds* option, this one features a more formalized entrance from the west. Two large pavilions are arranged around a central alley, and connected by a third, smaller structure that creates a breezeway. The restroom facility was located directly on the site. Planter beds surrounded by seat walls provide an opportunity for treating stormwater, beautifying the space, and for visitors to sit and rest. Vendors would park on the outside of the pavilions, with space for 16-20 vendors provided there.



Cedar Plaza Proposal

The third layout presented was the *Cedar Plaza*. This option also features a more formalized entrance from the west. Two large pavilions are arranged around an open plaza space with several seat-wall planter beds. Vendors would park on the outside of the pavilions with space for 16-20 vendors provided there, and the larger interior space would provide room for additional vendors. The plaza space could serve multiple functions, the community mentioned yoga and live music as additional amenities they would like to have space for. The restroom facility here is located near the market space, but not immediately on-site.



Town Hall Meeting #2

Entitled “Design and Element Proposals,” the second Town Hall meeting occurred Friday, November 13th. CSBR researchers presented a condensed overview of the project, followed by a number of slides to frame the context and rationale behind the three design proposals. This included the proposed site’s relationship to downtown, area comparisons to other familiar amenities in Austin, and connections relative to recreational and commercial opportunities.

Survey #3: Design Proposal Feedback

The third online survey launched after the second Town Hall meeting. This survey asked for feedback on the three design proposals, as well as any other concerns or suggestions that respondents had.

Overall preference among survey respondents was tied between the *Cedar Plaza* and *Courtyard Connection* scenarios. Similar to the precedent survey format, images of each design in the survey had “hot spots” that users could click to indicate affinity, neutrality, or dislike. As can be expected, there were strong feelings toward both ends of the spectrum on a number of design features, but a few trends emerged in the responses. In general, survey responses indicated liking:

- Larger canopies
- Ample parking
- Open space/field
- Prairie restoration
- Central plaza
- Restrooms on site

Generally, survey responses indicated disliking:

- Turning the Terp property into a parking lot
- Restrooms off site
- Multiple small canopies

Respondents provided additional suggestions, as well, including:

- Outlets/power for vendor use, and for events and music.
- Sculpture garden
- Bike racks
- Finding a use for the Terp ballroom
- Solar panels

Design Synthesis

CSBR used the survey feedback and suggestions from the community and project partners to guide the development of a final design proposal. To maintain high visibility and further consideration of phased implementation, the final proposal was based most heavily on the *Cedar Plaza* design.

The size of the pavilions was adjusted to provide better coverage for vendors, customers, and associated vehicles, as well as bringing the roof height to a more appropriate human scale. The placement and sequencing of pavilions was carefully considered, with a renewed emphasis on attracting traffic and facilitating access from Oakland Avenue, which bounds the Southern edge of the site.

The central courtyard retains the large planter beds from the original proposal, as they are a major component of the stormwater management. The courtyard was expanded slightly to better foster activities that might take place in the courtyard. Additionally, the East end of the proposed courtyard now hosts a covered stage, intended to serve as a location for musical events, performances, ceremonies, and classes.

Parking is laid out around the perimeter of the market to minimize any conflict between pedestrian and vehicle traffic, yet allow for easy and convenient access for vendors to set up.

The final design recommends installation of vegetated roofs on top of the pavilions, with the combined effects of slowing stormwater runoff, reducing urban heat island effects, and aesthetic integration. Swales and rain gardens are suggested along 4th St. to further reduce the burden on the municipal stormwater system, and a dry creek bed

The suggested landscape planting palette comprises diverse species selected for year-round beauty, as well as resilience in the floodplain. The recommended species also favor native plants, as they are well adapted to the climate, are drought tolerant, aid in stormwater infiltration, and are consistent with other native plantings near to the site.

The final design proposal and its constituent features are described in greater detail in the following pages.

Cedar Plaza Master Plan

The developed final scheme includes a covered stage, and the addition of a third pavilion to the South suggests future potential expansion. The plaza space was enlarged and planter beds were replaced with dry creek beds. The covered pavilions provide space for more than 30 vendors.



Cedar Plaza Market Design

Thematically, the Cedar Plaza design focuses on the City's relationship to the river, with consideration of flood potential and the effective stormwater control via green infrastructure. The design demonstrates the potential of built infrastructure to reduce flooding and improve water quality, while providing a beautiful, engaging, and low-maintenance space for the community. Green roofs, dry creek beds, rain gardens, and permeable paving are all included in the proposed design.



Cedar Plaza Market Visualization

This view looking east towards the river from the entrance shows a dry creek bed, planters, vendors located under one of the pavilions, and musicians on the stage.



Proposed Features

Stormwater Treatment System

The stormwater treatment system is designed to collect runoff from the parking lots, pavilions, and plaza space into several infiltration basins or rain gardens. Stormwater that falls on the pavilion roofs will be treated by green roofs, overflowing into dry creek beds, the creek beds will also collect stormwater from the plaza spaces and the parking lots will drain to rain gardens. The goal is to capture as much stormwater as possible to reduce the potential for future flooding from redevelopment of the site.



This Diagram shows typical water flow during a storm event

Green Roofs

Green roofs are roofs made of several layers including a growing medium and plants, typically drought tolerant natives especially succulents like Sedum species. Much of the rain that falls onto green roofs is taken up by the plants, a portion is stored in the growing medium, and the rest filtered before overflowing. Green roofs have the added benefit of cooling the spaces beneath them and reducing the urban heat island effects that are exacerbated by other types of roofs.



A green roof is often sloped to allow excess water to drain off



Some green roofs include walking paths



A green roof in an urban setting

Dry Creek Beds

Dry creek beds are a depressed area designed to channel flowing water during a storm event. This type of structure uses stones and plants to slow that water preventing erosion and allowing for sediment and other particles to settle out. The two creek beds in our design each flow to infiltration basins or rain gardens where stormwater is collected and allowed to slowly infiltrate into the ground. Both creek beds feature flat-top boulders designed to slow the flow of water and serve as seating elements and interactive play spaces for children. Plants recommended include river birch and several species of sedges.



Dry creek beds feature stones of varying sizes and a number of plants



River rock mulch adds visual interest when the creek bed is dry or wet



Image from the 3D model showing trees and boulders in the dry creek beds

Rain Gardens/Infiltration Basins

Another tool to control stormwater are rain gardens and infiltration basins. These are specifically designed depressions where stormwater is collected and allowed to slowly percolate into the soil. They are planted with deep-rooted plant species that are tolerant of flooding. The infiltration process both cleans and slows the addition of water to the local water system, in this case, the Cedar River. By combining this form of green infrastructure with native plants, we can reduce the need for maintenance, provide habitat for native fauna and pollinators, and create beautiful spaces for residents to enjoy.



The bottom of this rain garden is planted with sedges that tolerate flooding , the edges are planted with native flowers



Here native flowers and shrubs treat stormwater, beautify the space, and reduce the need for costly maintenance

Planting Palette

Overstory Trees



Red Maple - *Acer rubrum*



Silver Maple - *Acer saccharinum*



Swamp White Oak - *Quercus bicolor*



Bur Oak - *Quercus macrocarpa*



Cottonwood - *Populus deltoides*



River Birch - *Betula nigra*



Hackberry - *Celtis occidentalis*

Understory Trees



Serviceberry - *Amelanchier laevis*



American Hornbeam - *Carpinus caroliniana*



American Witchhazel - *Hamamelis virginiana*

Shrubs Palette



Dwarf Bush Honeysuckle - *Diervilla lonicera*



Black Chokeberry - *Aronia melanocarpa*



Smooth Hydrangea - *Hydrangea arborescens*

Grasses & Sedges



Little Blue Stem - *Schyzachyrium*



Prairie Dropseed - *Sporobolis heterolepsis*



Switchgrass 'Heavy Metal' - *Panicum virgatum* var.



Switchgrass 'Shenandoah' - *Panicum virgatum* var.

Grasses & Sedges cont.



Feather Reed Grass 'Karl Forester' - *Calamagrostis acutiflora* 'Karl Forester'



Nodding Sedge - *Carex*



Fox Sedge - *Carex vulpinoidea*



Penn Sedge - *Carex pensilvanica*

Flowers



Blue Bells - *Mertensia virginica*



Wild Geranium - *Geranium maculatum*



Sharp-lobed Hepatica - *Hepatica acutiloba*



Smooth Phlox - *Phlox glaberrima*



Meadow Sage - *Salvia superba*



Alum Root - *Heuchera richardsonii*



Prairie Coreopsis - *Coreopsis palmata*



Purple Coneflower - *Echinacea purpurea*



Dense Blazingstar - *Liatris spicata*



Orange Coneflower - *Rudbeckia fulgida*



Sneezeweed - *Helenium autumnale*



Moonshine Yarrow - *Achillea 'Moonshine'*

Plant Palette

The plant palette features native plants selected specifically for their flood tolerance and bloom time and color, and/or other values including aesthetics or food sources. Some of these species are already present on the site including the Cottonwood tree. Some are likely rarely seen now, though they were once widespread. The Serviceberry and Black Chokeberry both offer potential food sources for residents or native fauna. The color palette has been designed to shift from a blue and pink theme in the spring to a vibrant yellow, gold, and red in autumn with several species providing winter interest.

Materials Palette

River Rock



Stone



Permeable Paving



Concrete



Asphalt



Red Brick



Black Steel



Additional Observations

The recommendations in this report reflect the values and priorities of the community members who attended the meetings and provided input and feedback. It may further benefit the project to include more stakeholders in future efforts, engaging even greater numbers of diverse ages, abilities, and ethnic backgrounds.

Because of the proximity to local businesses, downtown, and major traffic arteries, the location of the farmers market is unparalleled for a “drop-in” park. It acts as an entry point to downtown Austin via the Union Avenue bridge, and provides both visual and physical connection to the Otter Tail River. It is perfect for a lunchtime walk, or for an evening stroll.

Recommendations

- 1) **Continue to build support and funding for the project.**
With advocacy and encouragement from the City offices, the Farmers Market Redesign Advisory Committee, and other community stakeholders, publicity and awareness of the project can continue.
- 2) **Create a system by which riverbank and trail maintenance could be “adopted.”**
Seasonal or annual management of the vegetation carried out by volunteers or a community service organization in support of other improvement efforts by the City.
- 3) **Reach out to local community service organizations for funding and support for proposed features and amenities.**
Outreach to these organizations would bolster current publicity efforts and leverage or augment City funding for desired improvements.
- 4) **Continue to work with local government in support of this project.**
This set of final recommendations, will be submitted to Austin Park Director Steve Plaza and to the Austin Park Board for review and approval. With review and approval from the Park Board, it will be recommended to the Austin city council to be officially included in the City Comprehensive Plan alongside other current City Master Planning efforts.

Appendices

Appendix A: Cost Estimate for Final Proposal

Phase	ID	Surface Type	Notes	Qty	Unit	unit price	total price	watershed/nature funding>?
1	Primary Parking	Blacktop	estimates for asphalt paving range from \$7 per sqft to \$13 per sqft, used \$10 as average	21274	sq ft	\$10.00	\$212,740.00	
1	vendor parking	Blacktop	estimates for asphalt paving range from \$7 per sqft to \$13 per sqft, used \$10 as average	4370	sq ft	\$10.00	\$43,700.00	
1	Plaza	Asphalt	estimates for asphalt paving range from \$7 per sqft to \$13 per sqft, used \$10 as average	30395	sq ft	\$10.00	\$303,950.00	
1	Plaza	Permeable Paver	Estimates for pavers installed \$10-\$17 per sq ft, used \$13 per sqft as average	30395	sq ft	\$13.00	\$395,135.00	yes
1	Plinth/Stage	Paver	estimate \$7,000 in concrete work, plus \$13 per sq ft pavers 1,000 sq ft	1	unit	\$20,000.00	\$20,000.00	
Stage Plinth?								
Hard Surface Total			With pavers				\$671,575.00	
1	Pavilion		Estimate for 142' x 32' canopy with structural steel base and wooden roof deck (\$35-\$60/sf)	4544	sq ft	\$55.00	\$249,920.00	
1	Green roof		Estimates for green roof installation \$10-\$25 per sq ft, used \$20	4544	sq ft	\$20.00	\$90,880.00	yes
Pavilion Total							\$340,800.00	
1	Sculptural entry trellis		Estimate for 15' x 32' metal trellis (\$35-\$60/sf)	480	sq ft	\$55.00	\$26,400.00	
Trellis Total							\$26,400.00	
1	Dry Creekbed	washed stone	2654 sq ft @ 3 in deep = 10	25	cubic yard	\$67.00	\$1,675.00	yes
1	Dry Creekbed	Trees	River Birch Betula nigra - 10	15	tree	\$349.00	\$5,235.00	yes
1	Dry Creekbed	Addiitonal Plants	Fox Sedge: Carex vulpinoide	11	per tray	\$45.00	\$495.00	yes
			80 toatl = 25 @ 1-ton each; 30@ .5 ton each; 25 @ .25 ton each : Spec Minnesota Limestone Outcrop					
1	Dry Creekbed	Boulders		38	Tons	\$200.00	\$7,600.00	yes
Dry Creekbed total					Total		\$15,005.00	
1	Bridge	Timber	40' x 12' - timber const'	480	sq ft	\$120.00	\$57,600.00	
1	Rain Gardens	Plants	Plants, excavation to depth of 1', mulch; 6350 sq ft, est 1' per plant, 18 plants per tray	350	tray	\$37.00	\$12,950.00	yes
			Plants, excavation to depth of 1', mulch to depth of 3": 6350sq ft, 108 sqft per cubic yard = 60 cu yrds					
1	Rain Gardens	Mulch		60	Cubic Yard	\$30.00	\$1,800.00	yes
Rain Garden Total					Total		\$14,750.00	
1	Planter beds	Concrete walls	45' linear, 65' linear, 50' linear = 160 linear feet	160	linear foot	\$35.00	\$5,600.00	
1	Planter beds	seat caps	45' linear, 65' linear, 50' linear = 160 linear feet	160	linear foot	\$23.00	\$3,680.00	
			100+125+50 st ft= 275, @ 1sqft per plant = 275 plants: 75 Karl Forester; 75 switchgrass; 25 smooth phlox; 25 Coral bells; 25 purple coneflower; 25 dense blazing star; 25 sneezeweed					
1	Planter Beds	Plants - grasses		150	plant = 10 trays	\$8.00	\$1,200.00	
			100+125+50 st ft= 275, @ 1sqft per plant = 275 plants: 75 Karl Forester; 75 switchgrass; 25 smooth phlox; 25 Coral bells; 25 purple coneflower; 25 dense blazing star; 25 sneezeweed					
1	Planter Beds	Plants - native forbs		10	plant = 10 trays	\$37.00	\$370.00	
			Serviceberry - Amelenchier laevis - 10' B&B - multi-stem clump					
1	Planter Beds	Plants - Trees		7	per tree	\$350.00	\$2,450.00	

Planter Bed Total						Total Planter Bt	\$10,850.00	
1	Prairie Restoration	Plants	Seed mix	1	acre	\$1,500.00	\$1,500.00	
Phase I Total w/Asphalt paving							\$1,049,745.00	\$29,755.00
Phase I Total W/permeable paving							\$1,120,930.00	\$424,890.00
2	Rain Garden	Mulch	Plants, excavation to depth of 1', mulch to depth of 3": 6465sq ft, 108 sqft per cubic yard = 60 cu yrds	60	cubic yard	\$30.00	\$1,800.00	yes
2	Parking Lot	Asphalt		7000	sqft	\$10.00	\$70,000.00	
2	Parking Lot	Permeable pavers		7000	sqft	\$13.00	\$91,000.00	yes
			concrete - final design will have significant impact on price. Estimate \$20-100k including stairs/steps, and boardwalk.					
2	River access	Concrete		308	cubic yards		\$80,000.00	
			Estimate for 142' x 32' canopy with structural steel base and wooden roof deck (\$35-\$60/sf)	4544	sq ft	\$55.00	\$249,920.00	
2	Pavilion		Estimates for green roof installation \$10-\$25 per sq ft, used \$20	4544	sq ft	\$20.00	\$90,880.00	yes
2	Green roof		6-room 28x23 building restroom, complete. Estimates range from \$200K to \$566K				\$350,000.00	
			Estimate for 30' x 32' canopy with structural steel base and wooden roof deck (\$35-\$60/sf)	960	sq ft	\$55.00	\$52,800.00	
2	Performance Pavilion		Estimates for green roof installation \$10-\$25 per sq ft, used \$20	960	sq ft	\$20.00	\$19,200.00	yes
2	Green roof							
Phase II Total w/Asphalt paving							\$914,600.00	\$181,880.00
Phase II Total W/permeable paving							\$935,600.00	\$202,880.00
3	Parking Lot	Asphalt	8500 + 20600 = 29,100	20100	sqft	\$10.00	\$201,000.00	
3	plaza	Asphalt		6000	sq ft	\$10.00	\$60,000.00	
3	Plaza	pavers		6000	sqft	\$13.00	\$78,000.00	yes
			Estimate for 116' x 32' canopy with structural steel base and wooden roof deck (\$35-\$60/sf)	3712	sq ft	\$55.00	\$204,160.00	
3	Pavilion		Estimates for green roof installation \$10-\$25 per sq ft, used \$20	3712	sq ft	\$20.00	\$74,240.00	yes
			4450 sq ft - 18 plants per tray, 1 plant per sq ft, mulch @ 3" deep	250	per tray	\$37.00	\$9,250.00	yes
3	Parking Lot	plants		15	per tree	\$300.00	\$4,500.00	yes
3	trees - parking lot	trees	shade trees for parking					
Phase III Total w/Asphalt paving							\$553,150.00	\$87,990.00
Phase III Total W/permeable paving							\$571,150.00	\$165,990.00

Total estimated project cost w/asphalt paving \$2,517,495.00
Total estimated project cost w/permeable paving \$2,627,680.00

Appendix B: Initial Customer Survey

N = 281

Data Only

Austin Farmers' Market Customer survey

January 15, 2021 9:24 AM MST

Q2 - How often do you visit the Austin Farmers' Market?

#	Field	Choice Count	
1	More than once a week	3.31%	8
2	Weekly	14.05%	34
3	Depends on what is in season	8.68%	21
4	1 to 4 times per month	14.46%	35
5	6 or fewer times per year	37.60%	91
6	Other	4.13%	10
7	Never	17.77%	43
			242
Showing rows 1 - 8 of 8			

Q2_6_TEXT - Other

Other
Depends on the amount of people.
I haven't been able to get there this year, but in past usually went 1x/week
Only been twice in 5 years
2 times per year
not able to because of work hours
Once or twice a year.
Rarely, just not much offered
Very infrequent
2
Seldom

Q5 - Ideally, how often would you visit the Austin Farmers' Market?

#	Field	Choice	Count
1	More than once a week	17.77%	43
2	Once a week	61.98%	150
3	Depends	18.60%	45
4	Other	1.65%	4
5	Never	0.00%	0
			242
Showing rows 1 - 6 of 6			

Q5_4_TEXT - Other

Other
If more options were available I would visit more frequently
once a month
Once per month
Montgly

Q10 - Why do you go to the Austin Farmers' Market?

#	Field	Choice Count
1	Access to fresh local food	30.89% 173
2	Support local farmers and businesses	30.18% 169
3	Buy organic or sustainably-produced items	9.82% 55
4	Find affordable and abundant seasonal items	16.43% 92
5	Entertainment and socializing	5.36% 30
6	I don't go to the Austin Farmers' Market	5.89% 33
7	Other	1.43% 8
		560

Showing rows 1 - 8 of 8

Q10_7_TEXT - Other

Other
Since they moved downtown
Seasonal Variety of produce
if the hours were extended i would go every time they were open, I would love to support them and to be able to hve fresh locally grown food
Custom ordered bakery items
Unique foods you cannot find. Gluten free goodies
Unique specialty items/gifts/flowers

Q11 - You indicated that you don't go to the Austin Farmers' Market. Why not?

#	Field	Choice Count
1	Lack of choice	30.77% 16
2	Too expensive	1.92% 1
3	The vendors don't offer what I would like to buy	19.23% 10
4	Didn't know about it	15.38% 8
5	I get everything I need somewhere else	9.62% 5
6	Other	23.08% 12
		52

Showing rows 1 - 7 of 7

Q11_6_TEXT - Other

Other
They aren't open when we shop. We go to the store early afternoon when it's not so busy.would like to go to farmers market but never open when we shop
Seeking a more full experience. I want to go to experience food trucks, music, pick up a bouquet of flowers, etc, not just pick from a limited selection of produce and baked goods.
lack of vendor choice and limited experience [no arts, food trucks, music]
Very inconvenient location
usually tied up at the times it is open
The discord among the members has made me not want to go.
It's too small. If there were more vendors in a better location I would go
The hours between 4-6 are not convenient
Location and always forget about it
Too small, not enough of a community event

Q13 - How do you get to and from the Austin Farmers' Market?

#	Field	Choice	Count
1	Walk	13.08%	31
2	Bike	8.02%	19
3	Car	78.90%	187
4	Other	0.00%	0
5	Public transportation	0.00%	0
			237

Showing rows 1 - 6 of 6

Q13_4_TEXT - Other

Other

Q3 - Do you go to other farmers' markets?

#	Field	Choice	Count
1	Yes	48.35%	117
2	No	51.65%	125

242

Showing rows 1 - 3 of 3

Q4 - What do you like about the other markets that you attend?

#	Field	Choice	Count
1	Variety of products and vendors	35.44%	112
2	Operating hours	15.51%	49
3	Convenient location	16.77%	53
4	Nothing in particular	0.63%	2
5	Other	3.16%	10
6	Entertainment and/or socializing	11.08%	35
7	Pleasant ambience and/or nice facilities	17.41%	55
			316

Showing rows 1 - 8 of 8

Q4_5_TEXT - Other

Other
food venders
They provide a more whole guest experience. You can typically go and plan to grab something to eat at food truck and enjoy music. They have a wide array of vendors who take the time to set up appealing displays and are well-branded and signed themselves so their communications are consistent and easy to recognize.
The hot foods and give aways
This year when I haven't been able to get around much, I've use the on-line ordering and drive through pick up at Rochester Farmers' Market.
Vendors that accept SNAP/WIC or easy way to buy farmers market vouchers with SNAP
Far more vendors, the way the east side farmer's market was years ago
Open on Saturday Mornings
Craft vendors
Much more variety

Q14 - What else would you like to see at the Austin Farmers' Market?

#	Field	Choice	Count
1	Amenities such as tables, restrooms, etc.	8.40%	79
2	More parking	5.64%	53
3	Better connection to the rest of town	5.85%	55
4	Arts and Crafts	12.77%	120
5	Music and performances	10.64%	100
6	More processed or value-added products (such as jams, pickles, baked goods, oils, tinctures, etc.)	12.77%	120
7	More variety of produce selection	16.81%	158
8	Other	1.60%	15
9	Food trucks and more ready-to-eat options	16.81%	158
11	Educational demonstrations (cooking, nutrition, gardening, health, etc.)	8.72%	82
			940

Showing rows 1 - 11 of 11

Q14_8_TEXT - Other

Other
Handicap parking
any of the above would be good
Since I have never been, again I would like hours earlier in the day so the food I get can be used for a supper.
Buy "food only" farmers market bucks with SNAP
Children activities like cooking
MORE VENDORS. When the market was located on the east side, there was meat, all kinds of produce, a huge bakery vendor, arts and crafts, honey, jams, all kinds of stuff. The current market does not have enough variety to make it worth going, and the location is TERRIBLE.
(All products should be locally made, re: question#8)
Kids activities!
Chickens ready to cook
Small shops and local makers invited to sell their goods.

Other
Hard one to answer this year. Love the location and I have had good parking experience. In future I plan to bike down. More vendors would be great! ♥
Saturday mornings
Butchering options as well - such as Knauers

Q8 - What do you like about the current Austin Farmers' Market location?

What do you like about the current Austin Farmers' Market location?	
Great! Central	
Main street is easily accessible	
Love it next to the Spam Museum and walking distance to downtown stores; which I often go to when I go to the market.	
It is centrally located which is good for all areas of town, however it is small. If more options/vendors are possible, moving to bigger location is good as well.	
I like downtown locaton but it needs more promotion. The reason that I don't go more often is that I forget it is happening.	
Fresh produce	
EASY ACCESS	
Its awesome! It would be nice to see more local farmers and such, and slightly more variety, but ultimately those involved this year have done nicely providing sustainable beautiful vegetables!	
downtown	
Convenient..downtown.	
Not much	
Downtown	
Easy to get to / parking	
I do not. I would rather have a green space and more space for it. Not enough parking	
I don't like it!	
Walking distance from work!	
Dont like it	
I enjoy the fact that we have a few vendors but would be nice to have more vendors, more of a selection and not feeling like you have to fight for the few products they have. this is why i have been going to Roch and Albert Lea	
It is centralized, Pickett Place & Twin Towers customers	
Local vendors that are dependable/reliable.	
Centrally located	

What do you like about the current Austin Farmers' Market location?	
Convenient but parking can be a challenge if you are pressed for time.	
East to find but parking is a pain	
Downtown has great vibrancy	
I like it's link to downtown. There is such potential to connect with other things downtown. [brewery, restaurants, artworks center],	
Nothing	
I like that it is downtown in an area that you can walk and bike. It is a great atmosphere. I also like how there are benches to sit and relax.	
No traffic on that street, plenty of parking	
It seems to move around I would like one location that is easy to access and good parking	
Its close to downtown shopping. But the parking and space is just not enough.	
easy access	
Access to downtown shopping	
easy to access	
I don't	
Parking	
Centrally located in the Downtown. This is very important!	
It's ok but not much room for expansion without taking away parking	
Love Farmer John's, the baked goods from this one lady & the vendor that was selling jams. & have purchase	
Downtown	
Easy to get to	
Center of downtown	
To small	
easy to get to, centralized, better than oak park mall parking lot	
I like that it is downtown	
That we have one	

What do you like about the current Austin Farmers' Market location?	
Easy to access from my work.	
easy to get to	
It's downtown & on a blocked off street, yet traffic is not affected. Close to other local shops & restaurants	
Don't know where it is	
Variety & nice people	
It's a central location.	
Easy access	
I don't like it where it's at by the SPAm museum	
Support for local vendors but often forget it's happening better promotion could be helpful	
Location	
Close to downtown but they are not open when I would want to go and shop.	
Centrally located	
Good parking	
Nothing. A year round market or monthly flea market indoors would be really nice	
Central location. Easy to stop on my way home from work	
Parking	
It is handy but I go less because I can't bring my kids or they would want to go to the SPAM Miseum	
Nothing. Terrible location, very little selection, a few vendors can be rude, and last time I went, there was a line...the vendor looked up and said, "If you're waiting for food stamps, the machine isn't working." I was actually waiting to buy some of her goods, but was so insulted I will never purchase from her again. I tell all my clients to go there for the EBT bonus, but it's never working. Terrible.	
It's in the middle of town.	
convenient for me	
Easy parking	
Convenient location	
Not sure	

What do you like about the current Austin Farmers' Market location?	
Fresh vegetables	
Central	
Centrally located, proximity to other businesses-for ex: I visit the other downtown businesses when I shop the market at its current location	
Location	
Cute and dainty right in downtown Austin, shows the town off well	
I have not gone to the market for a couple of years as I am usually working	
Close to downtown, convenient to stop at	
Central to the city	
Reliable vendors	
Central location	
Downtown so you can go to the other stores.	
Close proximity to my home.	
Ease of access, parking availability	
There is decent parking	
I can walk to it.	
Brings people downtown to other shops or at least they see what is downtown.	
It's in the heart of Austin.	
I dont	
Easy for people to find. Everything that the venders sell.	
Conviently located. Good produce	
Centrally located	
Convenit	
Easy walking distance when down town, running other errands.	
It's iconic for Austin!	

What do you like about the current Austin Farmers' Market location?	
Good prices, friendly, location is nice!	
I love having the Farmers Market Downtown Austin. I think it should stay where it is.	
Convenient to Downtown	
Easy to do other downtown things. I usually hit one or two other business while in there	
Central. We have a great downtown.	
It has plenty of parking. I like that it is downtown. I have gone to the farmers market and then shopped at other businesses downtown.	
Great	
Easily handicapped acessible, ple ty of parking close by, centrally located	
It is conveniently located. Could use a bit more parking. I like the fresh veggies and eggs. I also like the Sweet Tooth bakery options - could use more fresh rustic bread or dinner rolls.	
Produce. Convenient location.	
Central location, plenty of parking, ability to use a debit card, variety of vendor types.	
It's in a good place for how small it is now. Easy to block off from traffic!	
The food ready made and fresh produce	
Very close to my home	
Downtown	
Downtown is beautiful	
Variety of produce.	
The vendors	
It is downtown, fun to hit the shops too	
Easy to find. Safe walking for kids.	
It's within walking distance from my home	
Easy	
Convenient to other shopping downtown	
It's in the middle of town	

What do you like about the current Austin Farmers' Market location?
Friendly vendors and close parking
It is accessible
Its location is handy
Downtown
Not much
It's location on Main Street
Friendliness and Farmer John.
It's within walking distance from my house. Also the downtown location is nice near other businesses.
It's downtown close to other local businesses
I like that it is downtown.
Parking, location and friendly vendors
Currently do not find location convenient and more of an obstacle.
Downtown
Centrally located in downtown
Downtown connected to other businesses
Friendly Vendors!
Downtown
Location
Easy to park
Open and convenient

End of Report

Appendix C: Initial Vendor Survey
N = 27

Default Report

Austin Farmers' Market Vendor survey
January 15, 2021 9:16 AM MST

Q2 - How often do you sell at the Austin Farmers' Market?

#	Field	Choice Count
1	More than once a week	50.00% 5
2	Weekly	10.00% 1
3	Depends what I have in season	0.00% 0
4	1 to 4 times per month	0.00% 0
5	6 or fewer times per year	0.00% 0
6	Other	40.00% 4

10

Showing rows 1 - 7 of 7

Q2_6_TEXT - Other

Other
I don't sell at the Farmers Market I sell at craft shows
I couldn't afford the insurance they require many little towns have it covered to draw in vendors and keep our cost down we just invested a lot of money several weeks before harvest getting the crops started
NA

Q5 - Ideally, how often would you sell at the Austin Farmers' Market?

#	Field	Choice Count
1	More than once a week	60.00% 6
2	Once a week	40.00% 4
3	Depends	0.00% 0
4	Other	0.00% 0
		10

Showing rows 1 - 5 of 5

Q6 - Do you also purchase goods from other vendors at the Farmers' Market?

#	Field	Choice Count
1	Yes	100.00% 10
2	No - I don't need anything	0.00% 0
3	No - I trade with other vendors	0.00% 0
		10

Showing rows 1 - 4 of 4

Q12 - What is your average total weekly sales amount at the Austin Farmers' Market?

Please note that any information provided here is completely anonymous and cannot be tied to specific individuals or computer IP addresses.

#	Field	Choice Count
1	\$1-\$75 in total sales per week	0.00% 0
2	\$75-\$150 in total sales per week	25.00% 2
3	\$150-\$225 in total sales per week	37.50% 3
4	\$225-\$300 in total sales per week	12.50% 1
5	Please enter a figure if more than \$300 in total sales per week	25.00% 2
		8

Showing rows 1 - 6 of 6

Q12_5_TEXT - Please enter a figure if more than \$300 in total sales per week

Please enter a figure if more than \$300 in total sales per week

I haven't sold there but at other locations it's a couple hundred a week

At other Markets; my current product would not be acceptable at the current market

Q13 - Approximately how many customers buy from you at the Austin Farmers' Market

each week? Please note that any information provided here is completely anonymous and cannot be tied to specific individuals or computer IP addresses.

#	Field	Choice Count
1	1-10	14.29% 1
2	11-25	42.86% 3
3	26-50	0.00% 0
4	50-100	14.29% 1
5	Approximate number of customers per week if more than 100	28.57% 2
		7

Showing rows 1 - 6 of 6

Q13_5_TEXT - Approximate number of customers per week if more than 100

Approximate number of customers per week if more than 100

That really depends on the time of year. When there are multiple varieties of vegetables more than 50, when there are only a few things available less than 10

At other Markets

Q3 - Do you sell at other farmers' markets?

#	Field	Choice Count
1	Yes	66.67% 6
2	No	33.33% 3
		9
Showing rows 1 - 3 of 3		

Q4 - What do you like about the other markets that you sell at?

Other		
I can afford the space fee		
more customers		
Not getting charged \$2000 to use the space		
Friendly group		
#	Field	Choice Count
1	Variety of other vendors	13.33% 2
2	Operating hours	13.33% 2
3	Location and facilities	26.67% 4
4	Nothing in particular	0.00% 0
5	Other	26.67% 4
6	Fee structure or other vendor organizing structure	6.67% 1
7	The customers	13.33% 2
		15
Showing rows 1 - 8 of 8		

Q7 - What is one thing that would make selling at the Austin Farmers' Market more successful for you?

What is one thing that would make selling at the Austin Farmers' Market mor...

wide range of vendors, attractions, special themes

more customers

More people attending the market both days.

More customers

If we stay where we are

I m not sure. More traffic

Get more vendors involved

Clear instructions/website that made the process easy/manageable

Q8 - What do you like about the current Austin Farmers' Market location?

What do you like about the current Austin Farmers' Market location?

The SPAM Museum is great to work with, like the central location, NOT in a flood zone, NOTpaying for something others can use for free

I really don't like the location

I love it. It has increased our customer base a lot. Hormel and the spam museum help us in a variety of ways. We are downtown and people stop and check us out even if they don't buy anything. It is convenient for our customers

Easy to locate

Downtown location has fun stores, restaurants, and businesses that often get overlooked by those who shop the big name stores.

Centralized/downtown

Central

By other businesses for little more traffic

Q9 - What would improve your experience as a vendor at the Austin Farmers' Market?

What would improve your experience as a vendor at the Austin Farmers' Marke...

▲

more customers

Some how to get more advertisement and traffi. Thoi.

More interest in buying local and homegrown.

If the city of Austin would let us do our jobs, would LISTEN when we said SEVERAL times we DON'T want to move, and support us where we are!!

Help with advertising for the low income

Get more vendors and move it back over bye shopco

Feel accepted, invited and acknowledged

Appendix D: Precedent Preferences - Survey 2
N = 53

Default Report

Farmers' Market likes, dislikes, and brainstorm
January 15, 2021 9:29 AM MST

Q1 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		▲ Like		Total
5	Food truck	0.00%	0	41.67%	20	58.33%	28	48
6	Temporary vendor tents	4.17%	2	39.58%	19	56.25%	27	48
1	Centrally-supported covering	8.33%	4	45.83%	22	45.83%	22	48
2	Temporary signage	0.00%	0	56.25%	27	43.75%	21	48
3	Large shade trees	0.00%	0	66.67%	32	33.33%	16	48
4	Permanent signage	2.08%	1	89.58%	43	8.33%	4	48

Showing rows 1 - 6 of 6

Q4 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

Like variety of vendors. Like park environment.

tables should be close to pavement for those with mobility issues -walkers, wheelchairs, etc.

I don't like that it's not here in Austin MN

I can't activate "like" on the sidewalk to street accessibility feature, but I advocate to have accessibility options

Food vendors

Right now? A crowd.

Like the paved walkways. Are there nearby public restrooms?

Like food truck idea and number of customers

I like the park

Like the venue and food trucks

Variety

Nice setting with the trees. That's always a plus! The decorative lights and bollards are attractive and help with the classy look.

I like the street sign/post

Q5 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Flower selection	2.08%	1	41.67%	20	56.25%	27	48
2	Veggie selection	4.17%	2	45.83%	22	50.00%	24	48
3	Translucent covering	4.17%	2	43.75%	21	52.08%	25	48
4	Permanent signage	0.00%	0	54.17%	26	45.83%	22	48
5	Centrally-supported cover	2.08%	1	47.92%	23	50.00%	24	48

Showing rows 1 - 5 of 5

Q6 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

Like ease of access for vendors to park/unload. Dislike traffic.

if thaat is parking for the customers, that's good because many buyers have some mobility problems. also being able to be on pave ground gives more stability.

The vendors parked on the street limiting access and vendors

I don't like that it's not here in Austin MN

Looks too sterile. I like the park setting better.

Would like to see some space between the vendors so it's not such a linear approach, nice to be able to see what's available without having to walk down the entire group. Sidewalk could get crowded. Not enough room for someone in a wheelchair or using a walker. I don't like the iron fence. This does not seem kid-friendly.

Parking looks tight

Too narrow.

Would be better if display areas were on two sides of the road/street.

more protection for customers than farmers/if there is wind, will be no protection at all

Too crowded

Too busy of an area

Nice access for customers and vendors alike. Plug and play. Vendors back in and go. No pop ups to deal with and makes it easy. Presuming downtown setting makes it centrally located for all.

Q7 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Central customer alley	12.50%	6	52.08%	25	35.42%	17	48
2	Skylight	0.00%	0	37.50%	18	62.50%	30	48
3	Heavy timber structure	10.42%	5	37.50%	18	52.08%	25	48
4	Heavy timber structure	10.42%	5	33.33%	16	56.25%	27	48

Showing rows 1 - 4 of 4

Q8 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

like the shelter and close parking
too narrow
Too crowded
I like the overhead covering that would allow you to participate in rainy weather
I like the openness of it
Love this structure, better than option #1. Curious as to cost difference.
Again, if rain and wind no protection
Love the shelter for bad weather
Looks to be congested but could work with that.
I like vendors selling on both sides of the pavilion

Q9 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Central customer alley	10.64%	5	48.94%	23	40.43%	19	47
2	Skylight	0.00%	0	44.68%	21	55.32%	26	47
3	Heavy timber structure	6.38%	3	36.17%	17	57.45%	27	47
4	Heavy timber structure	6.38%	3	38.30%	18	55.32%	26	47
5	Masonry footings	0.00%	0	80.85%	38	19.15%	9	47
6	Masonry footings	0.00%	0	87.23%	41	12.77%	6	47

Showing rows 1 - 6 of 6

Q10 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

I don't like that it's not here in Austin MN

wide enough space for wheel chair, walker, there is a baby stroller, see young kids

NO

Could the empty church near Skinner's Hill be used to accomodate this type of Farmer's Market?

Vendors need to be under more

Add side walls or wind protection on extreme windy days.

The only thing I am not excited about is the lack of clarity around parking. I assume those cars belong to the vendors, but it is unclear to the average person where they can park.

All good

I like the stone at the bottom of the pillars. Could be good for our structure as it is in the flood way.

Q11 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Central customer alley	2.13%	1	42.55%	20	55.32%	26	47
2	Restroom facilities	0.00%	0	89.36%	42	10.64%	5	47
3	Nearby park	6.38%	3	63.83%	30	29.79%	14	47
4	Central pavilion	2.13%	1	78.72%	37	19.15%	9	47
5	Ample parking	23.40%	11	48.94%	23	27.66%	13	47
6	Vendor access and parking	2.13%	1	68.09%	32	29.79%	14	47
7	Vendor access and parking	0.00%	0	74.47%	35	25.53%	12	47
8	Riparian area	2.13%	1	82.98%	39	14.89%	7	47
Showing rows 1 - 8 of 8								

Q12 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?
Like covered for rain or shine
parking too far; restrooms good
allow entire space to be used by vendors
It doesn't look inviting for a farmers market
Good setup.
Great facility, too large for Austin.
parking
This isn't anything like Austin. Where would it be located?
Not sure what is going on and where is the Market
Obviously a part of a broader effort and provides versatility. We have similar options to build upon and is close to a park, trail and other amenities.
Parking seems a little far away

Q21 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Central customer alley	4.55%	2	38.64%	17	56.82%	25	44
2	Skylight	4.55%	2	43.18%	19	52.27%	23	44
3	Canopy	2.27%	1	56.82%	25	40.91%	18	44
4	Canopy	4.55%	2	45.45%	20	50.00%	22	44
5	Flowers	0.00%	0	52.27%	23	47.73%	21	44
6	Vendor racks	4.55%	2	45.45%	20	50.00%	22	44
7	Steel structure	6.82%	3	77.27%	34	15.91%	7	44
8	Lighting	0.00%	0	72.73%	32	27.27%	12	44
9	Lighting	0.00%	0	81.82%	36	18.18%	8	44
10	Lighting	0.00%	0	77.27%	34	22.73%	10	44
11	Steel structure	4.55%	2	77.27%	34	18.18%	8	44

Showing rows 1 - 11 of 11

Q22 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?
room to move; don't have to stoop down to see all items
I don't like that it's not here in Austin MN
I like all the greenary
Like accessibility to vendors on both sides of the walkway. Maintenance of structure would be more extensive.
All looks good
Plain Jane. The pavers are nice but nothing to write home about. Wonder if the pregnant lady had a boy or girl?...
like vendors on both sides & wide space for walking down the middle. Prefer metal roof with more sky light

Q14 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Flowering tree	4.65%	2	65.12%	28	30.23%	13	43
2	Flowering tree	2.33%	1	74.42%	32	23.26%	10	43
3	Covered seating	4.65%	2	81.40%	35	13.95%	6	43
4	Overhead door / multi season space	6.98%	3	51.16%	22	41.86%	18	43
5	Large awning for customers and vendors	4.65%	2	46.51%	20	48.84%	21	43
6	Bike racks	0.00%	0	69.77%	30	30.23%	13	43
7	Clock	0.00%	0	83.72%	36	16.28%	7	43
8	Bus stop	2.33%	1	93.02%	40	4.65%	2	43
9	Bench	0.00%	0	83.72%	36	16.28%	7	43
10	Planter bench	0.00%	0	79.07%	34	20.93%	9	43
11	Planter bench	0.00%	0	83.72%	36	16.28%	7	43

Showing rows 1 - 11 of 11

Q15 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

sheltered and well lit

NO

Is this a permanent FM bldg? Nice!

Indoors to have year round market with outside pavilion during the warmer months.

Don't like at all

If this is an opportunity for all year area; WOW

Trees again are good to soften the landscape. This design is modern and I'm not a modern person. Looks expensive as well. We're practical folks in Austin.

like modern design & multi-use space

Q17 - Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK

TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Central customer alley	16.28%	7	55.81%	24	27.91%	12	43
2	Opaque covering	20.93%	9	39.53%	17	39.53%	17	43
3	Vendor selection	4.65%	2	32.56%	14	62.79%	27	43
4	Lighting	2.33%	1	97.67%	42	0.00%	0	43
5	Lighting	2.33%	1	97.67%	42	0.00%	0	43
6	Lighting	2.33%	1	97.67%	42	0.00%	0	43
7	Lighting	2.33%	1	97.67%	42	0.00%	0	43
8	Lighting	0.00%	0	100.00%	43	0.00%	0	43
Showing rows 1 - 8 of 8								

Q18 - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?
good height; room to move
I don't like that it's not here in Austin MN
Like the wider walk way and having vendors on both sides
My favorite image so far, it reminds me of Pike Place.
Too crowded. Too enclosed.
Nice having the shade behind the vendors. Wide aisles spaced apart to give customers room to shop.
Too dark
Open and space, variety
Having areas to mount banners and hanging pots is a good idea. This would be a part of the plug and play features to keep it simple.
Walkway seems more narrow. Like being able to hang things above and block light out the back sides. Seems dark, even with the lights

Q13 - Is there anything else that you would like to see or do at a farmers market in

Austin, MN? This is a no-limits brainstorm... For this part just ignore things like cost,

budget, codes, and other people. (Remember this survey is anonymous, so feel free!)

Think about experiences you would like to have, activities that you'd like to do... Also,

don't be afraid to suggest things that might seem silly or unrealistic! (Some examples:

Smoothies; a Roller Coaster; Massage therapy; Cooking classes; Yoga; Gardens; Live

Music; Restrooms)

Is there anything else that you would like to see or do at a farmers market...

space to sit down individually and space to sit for socializing; close to bus; close parking; restrooms; garbage receptacles; room to move about with carts, etc. Have some other displays adjacent Have on-line ordering and drive through pick-up available like Rochester does. Ok to have some in a shelter and some in the open.	
Love to see coffee or rave nutrition there.	
Cooking demos/ nutrition classes, live music, restrooms, yoga/meditation/ zumba classes	
I would love to see canoe, kayak, tube and bike rentals(at a very reasonable price) or a shuttle service that would bring you back to your starting point if you had your own equipment, available near the farmers market. Art would be a fantastic addition and live music would make it a dream come true! Food trucks, handmade crafts, coffee shop, flowers, ice cream, and of course clean restrooms.	
we need some live music.	
Music and the arts Childrens' activities	
Live music, cooking classes, yoga	
Family restroom is important for people who need to change a baby's diaper - can double as gender neutral bathroom. Nice to have a play area for kids adjacent and a sponsored activity for kids like the Austin public library provides on Saturday mornings. Make it a destination for young families or a place to take grandkids - something to do together. Sponsor a recipe of the week - provide recipe using items available at the Farmer's Market that week. Perhaps as a "kit" of preassembled items and spices with a demonstration on how to cook it. Demonstration could be a video. Exercise class - consider chair yoga - tai chi or sit and be fit type options so older customers could enjoy.	
Activities for children (rides?), access to ventilated bathrooms, entertainment	
Music. Seating/benches. Restroom. Open air w/roof and draw down doors. Someplace permanent! Allow artists to show goods/crafts. No rummage sales!!	

Is there anything else that you would like to see or do at a farmers market...
Like the idea of being able to use the space even when the market is not active. Rest room access is important. Like the idea of live background music, but not too loud or heavy metal type. Offering space for yoga classes or massage is good.
Variety of sustainable vendors, gardens, music, restrooms, playground.
Yoga, live music (local musicians), massage therapy, cooking classes, restrooms, gardens, covered/shaded areas, year-round access, vegetables, fruits, crafts, baked goods, wine, craft beers,
Music, cooking demos
A permanent structure with vendor access on one side, vehicle. Purchaser access from the other side.
Yoga...entertainment...massage...restrooms...food sampling
Something simple is good. It may take time to attract vendors. Vendors that can work together.
Weekly activities or themes for the public to enjoy going to the farmers market. Treasure hunt by having the vendors engaged with the customers who are treasuring for the clue. Maybe have the vendors offer a freebie item while the person is hunting for treasure. Another theme could relate to a particular produce where vendors who sell that produce engage the customer into a learning demo or ways to eat that produce. Have live music, dances, bring in all styles of music to cater to old and young.
Love the idea of cooking demos - especially if I am considering buying produce that I don't normally cook with. Austin is lacking in fresh, healthy food options. Live music would be awesome. Floral or gardening tips- how to create container gardens, how to pick the right flowers for your home. Bathrooms are a must have.
Food trucks, beer garden, entertainment, animals allowed
Like the combination of a structure and tents and food trucks. Would like bathrooms too. Along with a nice seating area.
Cooking classes, restrooms
I like the location of our current market. When I go I'm not looking for an experience I just want to purchase my items and leave. If people aren't going now then they won't go any other time.
Indoors and year round would be nice. Food trucks. Flowers and plants.
Crafts, arts, activities, music and entertainment, variety of vendors, fresh produce and products, home made products Food, family destination
Let's create a bridge over the river to Lion's Park! Oh wait that will be too expensive but you said dream!

Like to see: food trucks restrooms live music (stage) cooking, etc. demos (another stage) gardens to show how to grow food prairie + tie in to trails across the street something unique with the trees by the river- maple syrup tapping? hammocks? area for kid-friendly activities- sand box where they "plant" food, mini corn maze, area for kid crafts related to local food picnic tables, benches, garbage cans, flower boxes (same decor as flower baskets downtown to tie in to the downtown area)

Q16 - Where is a good spot for your dream farmers' market? In your backyard?

Downtown? In a park?

Where is a good spot for your dream farmers' market? In your backyard? Down...	
In a park.	
I think where it has been the past 2 years was pretty good, but market was too small. Somewhere on fairgrounds might work if buyers could be on a paved walk so they could use walkers, wheelchairs, etc. Younker's parking lot under big tent	
Mill Pond area Downtown Main Street	
Park/open area with pavilion, or sectioned off downtown	
Anywhere surrounded by nature, trees, trails.	
Near the water- lots of trees for shade. Several seating options. Somewhere near downtown so the businesses near would benefit. Plenty of free parking. Near the bike trails.	
Downtown Austin, Mn	
Downtown Austin in green space by Paramount	
In a park with shade, parking and an area to lounge and sit	
In a park, how about the Bandshell? There would always be at least a park for the kids to play at. Excellent access to bike trails.	
Buy Superfresh Produce. It's for sale. Erect a building downtown across from Tendermaid in the green space.	
Downtown, with adequate parking.	
Could the vacated church structure at Skinner's Hill be considered as dual function for Farmer's Market as well as current purpose of picnic area. The set-up has public restrooms, playground, paved walkways and allows for expansion.	
Hormel Nature Center, downtown by Spam museum, spreading into area used by Arts Festival; parking lot of Cedars; by the library; pool, Todd Park; fairgrounds; by bandshell, etc.	
Downtown, centralized location, parking is good, build downtown not expand	
Easy access for all, plenty of parking, restrooms, sun/rain structure	
Downtown in the location they are proposing	
Close to downtown.	
In a park	

Where is a good spot for your dream farmers' market? In your backyard? Down...

Oakland Avenue (old spot of the Austin Market), the pool area by the Mills Pond, block off one of the downtown streets such as 3rd Ave, or the parking lot behind the businesses by the SPAM museum. Do something similar to Rochester on First.

In a park would be nice. We have several under-utilized parks that are primarily green space. Maybe Lions Park? There is plenty of open space and the playground for kids while being centrally located.

Downtown

Downtown

In a park

Downtown

Downtown, park, fairgrounds

Central location, easy to get to, nature be nice

Let's put this downtown on the site that can't be used for anything else! We don't need another green space that all we can do is mow it. Let's think highest and best use here people.

I like the proposed site

End of Report

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Appendix E: Design Proposal Feedback - Survey 3
N = 37

Default Report

Farmers' Market Design Proposals feedback survey
January 15, 2021 9:37 AM MST

Cedar Plaza text - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

I love the green space and the restored prairie sections.

Love the diversified ways the space can be leveraged to build upon the river, downtown, bike/walk trails and also benefit overflow parking for the arena. Multiple community partners can benefit from this. Also love the continued commitment to capitalizing on strengths of Austin, on the natural beauty and sustainability. This becomes a branding and marketing win.

Only concern would be is there enough room for farmers market on this drawing, or is it more for recreation, green space, etc?

Don't forget user friendly bike racks, something functional, creative and "green". It would be cool to design the pavillion space to plan for outdoor yoga/pilates/TaiChi community ed type courses. Maybe walls on two sides to shield wind improve sound, etc.

Will the lawn space be able to be used for events? Like shows? or concerts? I think a place to plug in a stage near there and drive in like a "stage" would be good use of the lawn space

Tearing the Building down it should be restored and used for a winter's farmers market you can't get that history back and it is very important

I like the open plaza. Not sure about the direction of the pavilions in relation to all the parking. Parking lots seem too scattered.

Great layout, can't see anything I don't like.

Is there electric hook ups? Plans for seating area? Performer area?

I want to strongly emphasize the need for any plan in this area (especially before rolling out to the general public) to seriously look at the possibility of keeping the original Terp ballroom to convert into a public facility via flood buyout for use like the Veterans Pavilion. There is a large group in Austin who would flip out to see even the proposal to tear down The Terp to build a parking lot. There's too much history in Austin of tearing down old structures that these people based their feelings on, and The Terp is special to many.

it looks amazing

I like the seating planter boxes but would want to open them up a bit more to allow good flow of people between them. Dont love the small lot to the south, it may be hard to get in and out.

If the two pavillions are facing each other, it would be better that way other vendors can keep an eye on each other. Plus keeps the customers in the same vicinity.

I love this location. This is where the Farmer's Market should return.

City of Austin Farmers Market Expansion and Relocation Project

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Diamnd pavilion text - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

The bathroom is Very inconvenient. The pavilions are really far apart and disjointed, not very good community feel. Lots of concrete needed for this design. Not well shaded. I like the green space and the prairie.

Like the opennness and if spacing is needed it seems like the best design to allow social spacing. Like the walk/bike extra patterns and the river being a focus point. Multiple venue use, outdoor concerts, pop up shops, weddings, community gatherings, I could see educational use with each pavillion being a little classroom?? I don't like the bathrooms across the street. This ismy favortie design except for that. The potential risks safety wise crossing or even kids needing to use the bathroom if their parent is a vendor...it also makes it more complicated for folks with disabilities. If I were havigna wedding there I'd want the event in a contained space. If schools or daycares leveraged this space for learning or artworks center did outdoor art classes the bathroom across the street wouldn't be practical or safe. Put the bathroom by the overflow parking as in the Cedar design?

Not a fan of the diamond separated pavillions and restrooms across the street.

Need bathrooms and more shade. I hate going to the farmers market in the HOT direct sun.

i like the plaza space set up the best! looks like it is the most open and allows for movement without being stuck in a crowd

The car lot should move.

You could cut a third off of that upper lot to make more room as there is already so much available parking.

Like the concept of the pavilions and the size that it brings to the venue, but not sure about functionality though.

Diamond pavilions don't seem as functional.

I hate the idea of losing the Terp but it may be beyond saving

How will traffic be controlled for entering, but more importantly exiting

Would not provide much shade in the late after or evening

If it is a rainy day customers will need to dodge between shelters. Better to have one or two long areas to stay under and shop

Bathroom is too far away, love the Pavilion design best on this one

This plaza design is the most-interesting to me. As for The Terp, again look at options for repurposing the ballroom portion (can remove the rest).

All three are great! Funding would probably be the largest consideration since all have similar properties.

Visually cool but by far the least practical. Not sure those squares would really protect against any weather & greatly reduces the amount of vendors possible

Don't like the concept of being so spread out and small coverage when it does not give much space for stormy weather, do not see any sidewalls or anything like that. Totally dislike this concept, plus the restrooms are too far away for the vendors who rather be near their setup or close by if there is a customer that the vendor can assist their clientele. .

I don't care for this design as much.

Ctyd Connection text - Anything else that you like or dislike in the image above?

Anything else that you like or dislike in the image above?

This provides plenty of shade, easy access to the bathroom facilities, room fro expansion down the road. I love the prairie and green space. I love the pavilion for music and other activities.

I like the breeze way. If there is music being played could be located there?? The bathroom further away from the food areas would be good...especially on hot days!

The plaza space does not seem as usable for entertainment and gathering.

Again these designs are all beautiful but please do not tear the building dawn use it

Is the car lot refusing to move? I think that should be bought out and moved- it is blocking the view from the main road.

Like the weather protection. Parking less scattered & kept in separate spaces- good for avoiding accidents with pedestrians. Like the bike path and river access.

Layout of pavilions seems more tight than the first option. Bathroom proximity is nice.

Skateboards on tree planters will be a problem

Like it is closer vendor area and the Restrooms are closer to vendor area. Is there a plan for an area for over flow if you get more vendors than the shelter allows for?

Again, all efforts should be made to preserve at least the ballroom portion of The Terp for a pavilion use rather than tear it down for a parking lot. Major PR issue with that.

It doesn't seem as open and the flow isn't as nice

I dont like the bathroom location, I'd rather both pavilions be semetrical. Other than that this is my favorite

Prefer this as first choice.

Q13 - Is there anything else you'd like to add? (Remember this survey is anonymous, so feel free!)

Is there anything else you'd like to add? (Remember this survey is anonymo...

The greenspace offers multi-use benefits. The prairie ties into the one across the street as an educational opportunity. the bathrooms are very much needed. Shade is very much needed. Room to grow is much needed. We need a sense of community and support for our farmers market.

This is inspiring and exciting. I know there are many steps and hurdles to jump but if there is a community that can create collective impact in so many other areas like we have done...we can do this! This space would elevate the downtown area sustainably. Building on what we have and creating something uniquely ours to be shared with others who visit!

which ever is chosen I think allowing use of the green space and possibly less prairie would be the best option. Allowing people to use the green space for different events

I have been to other cities where it is cold and they have the winter farmers market spots they are bustling and a great spot for locals

The diamonds is the 'wow' factor. I think the one with the breezeway has features that would make it super flexible and support the widest variety of events. Any of these designs would be a big improvement on existing!

can it be on a Saturday morning with options for music and artisans too?

Over flow vendor area, Food area and seating, electric hook ups, bike area, garden area. Designs are plans for once pandemic is over and people/ vendors can be closer than 6 feet apart? Hand washing area.

Please connect with me for further discussion on my strong concerns with The Terp property, which I understand is privately owned and likely heading to flood acquisition by the City of Austin. It is a historic property that could have a public usage if converted into an open-air (on the sides), large pavilion similar to what the city did with a church turned into the Veterans Pavilion. Keeping the stage of The Terp and having that large of a floor area with a roof overhead could be an option for a farmers market. I understand that there could be major costs with filling in the basement under The Terp (not sure the size and cost estimates for that) but I believe the portion of a project would be worth asking The Hormel Foundation for a grant to cover if presented properly. -- Tim Ruzek (cell: 507-993-2518; email: tim@mowerdistrict.org)

A small Sculpture garden or a community art project could be incorporated. OR Would love to see a mediation space with a Japanese tea garden feel for a relaxation area maybe a water feature

I really like the designs over all, the 2 long canopies are especially nice. Note sure about the restroom, would want it out away from everything if it makes the design

Keep in mind about location of things so that in case of customer or vendor, that buildings or coverage is near by. Especially for elderly or handicap who struggle to walk to a vendor's table or restrooms, plus during inclement weather. The larger pavilions are much better concept to assist vendors as it gives space for a vendor who may have a trailer to pull into the space without any issues. Looking at the layouts the closer things are, the more you will attract people to the space especially families with small children where parents or siblings can keep an eye out for each other. Biggest needs are electricity for those who need to keep their products cool such as meats, eggs or if musicians perform they have access to the power. It would be smart to install solar panels on the top of the pavilion to save and generate electricity. Possibly the city may receive bonus or rebates from the power companies. If there are any frost or ice , possibly use heat system to keep the ice melted off.

I am so happy to see the market returning to this location. This was the best location, and I miss it being here. This provides easy access to all, ample parking, a nice green space surrounding, etc...without feeling cramped in the downtown area. The downtown area next to the Spam Museum was the WORST location ever for the market.

Cedar Plaza plan - Below is a plan view of the Cedar Plaza scheme. Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Terp site as future parking area	5.41%	2	51.35%	19	43.24%	16	37
2	Open space / field	2.70%	1	51.35%	19	45.95%	17	37
3	Restored prairie	0.00%	0	70.27%	26	29.73%	11	37
4	Restrooms on site	0.00%	0	83.78%	31	16.22%	6	37
5	Restored prairie	0.00%	0	54.05%	20	45.95%	17	37
6	Managed wooded area along river	0.00%	0	75.68%	28	24.32%	9	37
7	Customer parking	2.70%	1	64.86%	24	32.43%	12	37
8	Plaza opens to park area, with seating and planters	0.00%	0	45.95%	17	54.05%	20	37
9	Onsite stormwater treatment	2.70%	1	64.86%	24	32.43%	12	37
10	Covered pavilion	5.41%	2	45.95%	17	48.65%	18	37
11	Covered pavilion	8.11%	3	43.24%	16	48.65%	18	37
12	Paths and access to the river	2.70%	1	56.76%	21	40.54%	15	37
13	Customer parking	5.41%	2	64.86%	24	29.73%	11	37
14	Onsite stormwater treatment	0.00%	0	100.00%	37	0.00%	0	37
15	Vendor Parking	0.00%	0	97.30%	36	2.70%	1	37
16	Vendor Parking	0.00%	0	91.89%	34	8.11%	3	37

Showing rows 1 - 16 of 16

Ctyd Connection plan - Below is a plan view of the Courtyard Connection scheme.

Please CLICK ONCE on the features or parts of the picture that you LIKE. CLICK TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Terp site as future parking	5.41%	2	54.05%	20	40.54%	15	37
2	Plaza flanked by pavilions	2.70%	1	62.16%	23	35.14%	13	37
3	Restrooms on site	10.81%	4	43.24%	16	45.95%	17	37
4	Breezeway connects vendor pavilions	8.11%	3	59.46%	22	32.43%	12	37
5	Covered Pavilion	8.11%	3	45.95%	17	45.95%	17	37
6	Covered Pavilion	8.11%	3	45.95%	17	45.95%	17	37
7	Customer parking	0.00%	0	62.16%	23	37.84%	14	37
8	Open space / field	2.70%	1	51.35%	19	45.95%	17	37
9	Restored prairie	0.00%	0	59.46%	22	40.54%	15	37
10	Managed woods along river	0.00%	0	62.16%	23	37.84%	14	37
11	Managed woods along river	0.00%	0	91.89%	34	8.11%	3	37
12	Paths and Access to the river	5.41%	2	51.35%	19	43.24%	16	37
13	Restored prairie	0.00%	0	51.35%	19	48.65%	18	37
14	Vendor parking	2.70%	1	86.49%	32	10.81%	4	37
15	Vendor parking	2.70%	1	89.19%	33	8.11%	3	37

Showing rows 1 - 15 of 15

Diamnd pavilion plan - Below is a plan view of the Diamond Pavilion scheme. Please

CLICK ONCE on the features or parts of the picture that you LIKE. CLICK TWICE on features or parts of the picture that you DO NOT like.

#	Field	Dislike		Neutral		Like		Total
1	Restrooms nearby, but not on site	27.03%	10	70.27%	26	2.70%	1	37
2	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
3	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
4	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
5	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
6	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
7	Separate pavilion structures	21.62%	8	54.05%	20	24.32%	9	37
8	Central plaza with planters and seating	2.70%	1	51.35%	19	45.95%	17	37
9	Terp site as future parking area	5.41%	2	56.76%	21	37.84%	14	37
10	Customer parking	0.00%	0	59.46%	22	40.54%	15	37
11	On site stormwater management	0.00%	0	89.19%	33	10.81%	4	37
12	On site stormwater management	0.00%	0	89.19%	33	10.81%	4	37
13	On site stormwater mitigation	0.00%	0	89.19%	33	10.81%	4	37
14	On site stormwater mitigation	0.00%	0	100.00%	37	0.00%	0	37
15	On site stormwater management	0.00%	0	83.78%	31	16.22%	6	37
16	On site stormwater mitigation	0.00%	0	94.59%	35	5.41%	2	37
17	Region #17	2.70%	1	51.35%	19	45.95%	17	37
18	Restored prairie	0.00%	0	59.46%	22	40.54%	15	37
19	Managed wooded area along river	0.00%	0	62.16%	23	37.84%	14	37
20	Restored prairie	0.00%	0	54.05%	20	45.95%	17	37
21	Managed wooded area along river	0.00%	0	86.49%	32	13.51%	5	37
22	Paths and access to river	5.41%	2	54.05%	20	40.54%	15	37

Showing rows 1 - 22 of 22

Q33 - Considering all three proposals, which was your favorite overall?

#	Field	Choice Count
1	Cedar Plaza	36.36% 12
2	Courtyard Connection	39.39% 13
3	Diamond Pavilions	24.24% 8
		33

Showing rows 1 - 4 of 4

End of Report

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Farmers Market in Austin

Exploration of Potential Relocation and Expansion



Center for Sustainable Building Research



KNOW AUSTIN GROW AUSTIN
IMPACT
AUSTIN



AUSTIN
GROWING TOGETHER



Southeast Regional Sustainable Development Partnership
UNIVERSITY OF MINNESOTA
EXTENSION



UNIVERSITY OF MINNESOTA
Driven to Discover™

Team

City of Austin

Impact Austin

University of Minnesota - Center for Urban and Regional Affairs

Center for Sustainable Building Research

University of Minnesota Extension - Southeast Regional Sustainable Development Partnership

Community of Austin

- Residents
- Farmers' Market customers
- Farmers' Market sellers

General

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KNOW AUSTIN GROW AUSTIN
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Building a vibrant community where people and resources connect to revitalize, discover, and invest to grow Austin in authentic ways.

Four Pillars of Impact

(Identified through local research & assessments)

Housing, Downtown District, Economic Growth, Identity & Connection

Impact Austin's Involvement

- The City of Austin presented this proposed farmers market project to Impact Austin
 - **Access to fresh & local food was identified as a need in the Community Health Needs Assessment & Community Health Improvement Plan**
- Aligns with our pillars of impact in: downtown district, economic growth, and identity & connection
- Impact Austin's purpose and goals in this proposed project:
 - Increase the sales of current vendors
 - Increase market opportunities for new and beginning farmers and makers
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Timeline

Today:

Virtual Town Hall meeting #1
Project definition and community brainstorm

HELP US DEFINE THIS PROJECT:

Ask Questions

Fill out surveys:

- Customer survey
- Precedent and brainstorm survey

November 13th:

Virtual Town Hall meeting #2
Proposed designs and site elements

December 11th:

Presentation of proposed design

Who we are

Mathias Hughey



Graduate Research Assistant

Landscape Architecture
Urban and Regional Planning

Hometown: Lodi, WI

Undergraduate - University of Wisconsin-Eau Claire

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- Embrace and maintain waterways
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- Community pride and spirit
- Downtown Austin - A destination point
- Access to fresh & local foods

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Monday and Thursday Evenings
5-8 vendors
Previously 2 Farmers Markets

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Key themes:

- Variety
 - More vendors
 - More types of goods
 - Entertainment & activities
- Access
 - Parking
 - Location
 - Time & day - weekend mornings
- Consistency
 - Same place, same time
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2020 Surveys

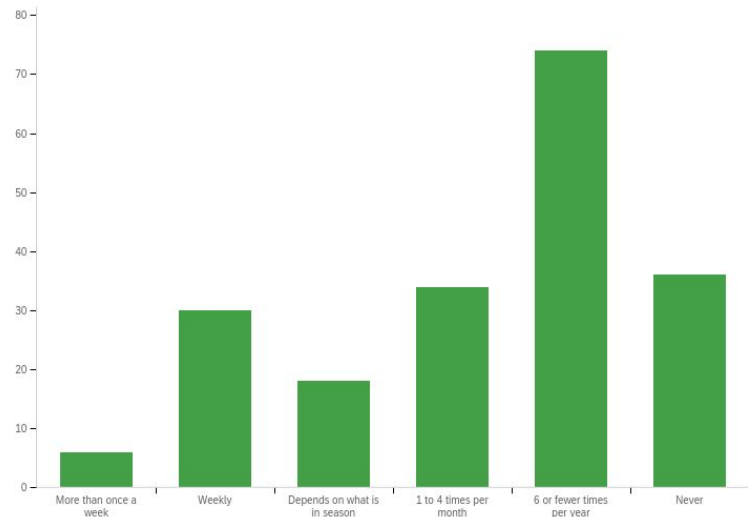
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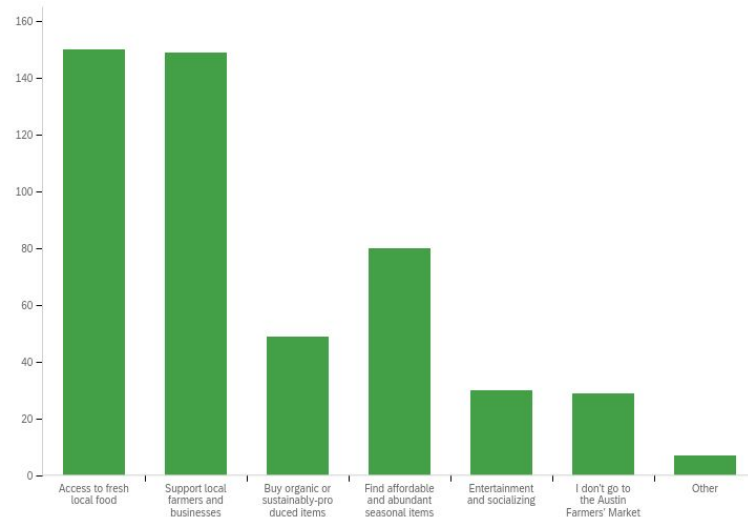
Survey 3 - Feedback on 3 design proposals - what should be included in the proposed final design?

How often do you visit the Austin Farmers' Market?



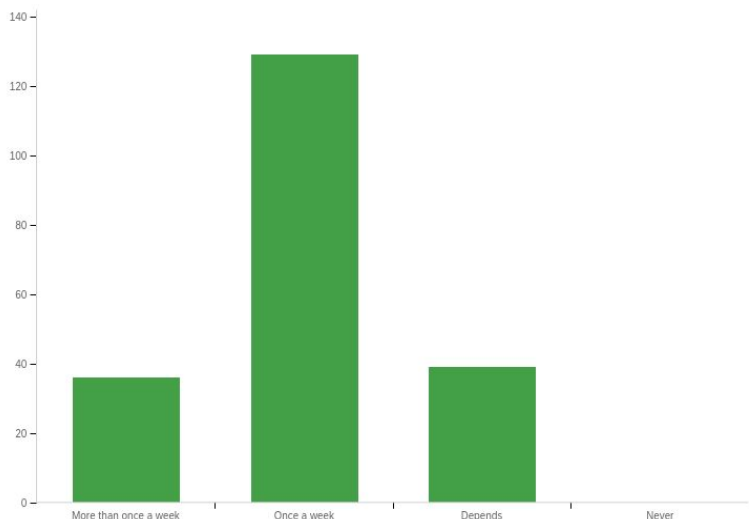
Preliminary results of the first 2020 Survey. This chart reflects responses as of Oct. 8. Survey is open until Oct. 16, so results may change.

Why do you go to the Austin Farmers' Market?



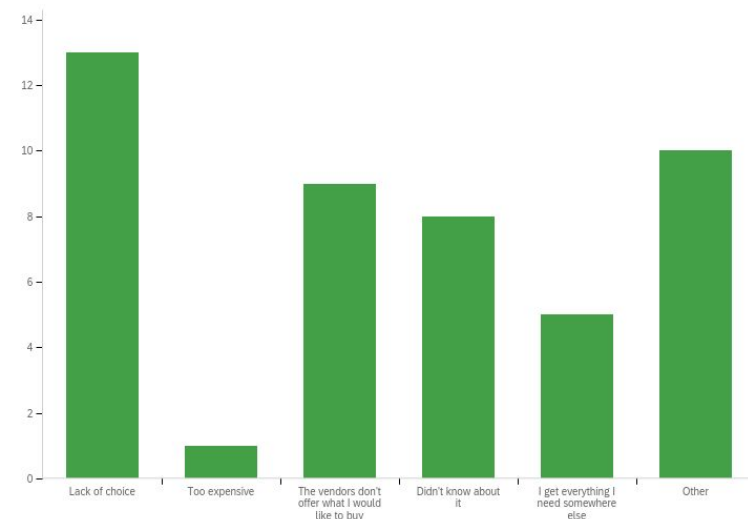
Preliminary results of the first 2020 Survey. This chart reflects responses as of Oct. 8. Survey is open until Oct. 16, so results may change.

Ideally, how often *would* you visit the Austin Farmers' Market?



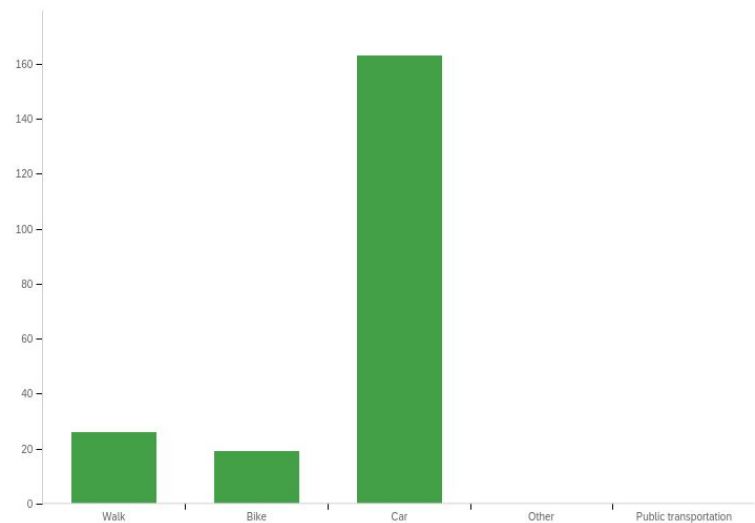
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You indicated that you don't go to the Austin Farmers' Market. Why not?



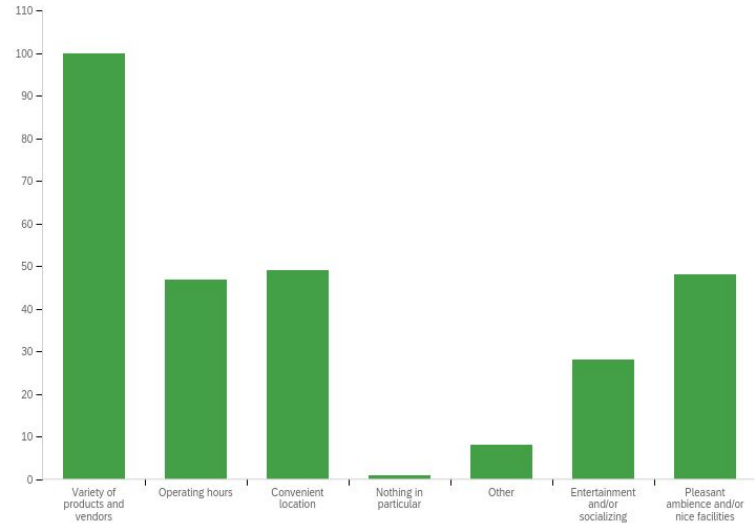
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How do you get to and from the Austin Farmers' Market?



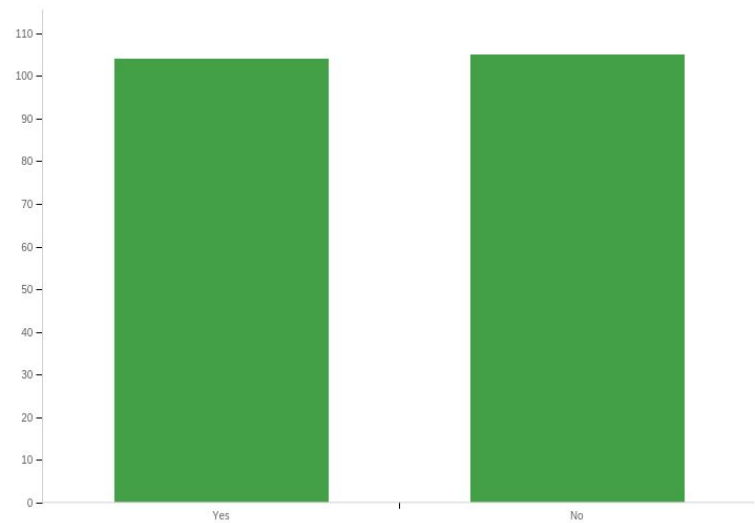
Preliminary results of the first 2020 Survey. This chart reflects responses as of Oct. 8. Survey is open until Oct. 16, so results may change.

What do you like about the other markets that you attend?



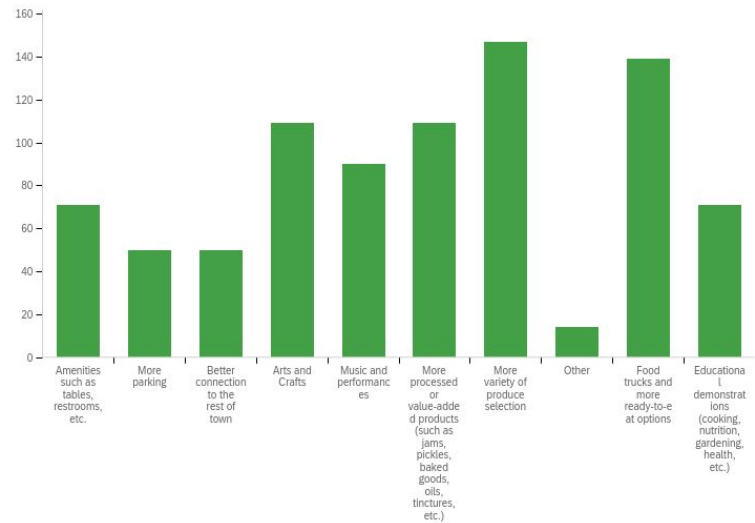
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Do you go to other farmers' markets?

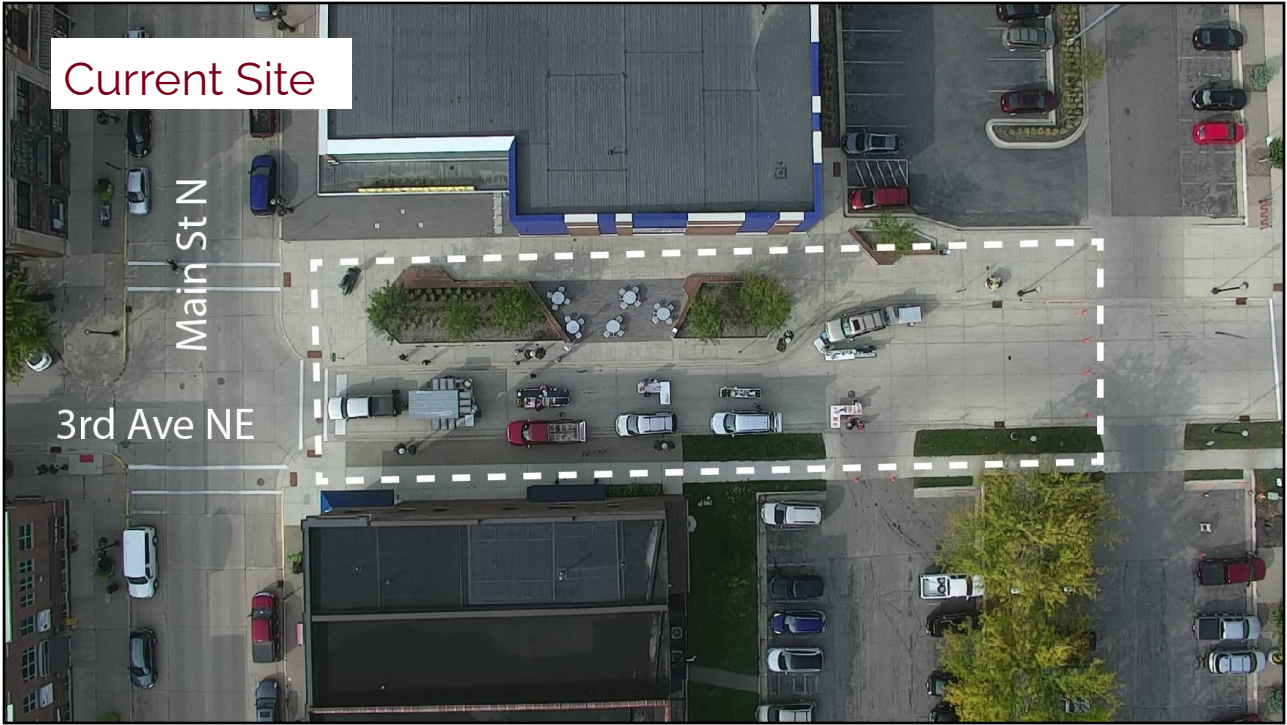


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What else would you like to see at the Austin Farmers' Market?



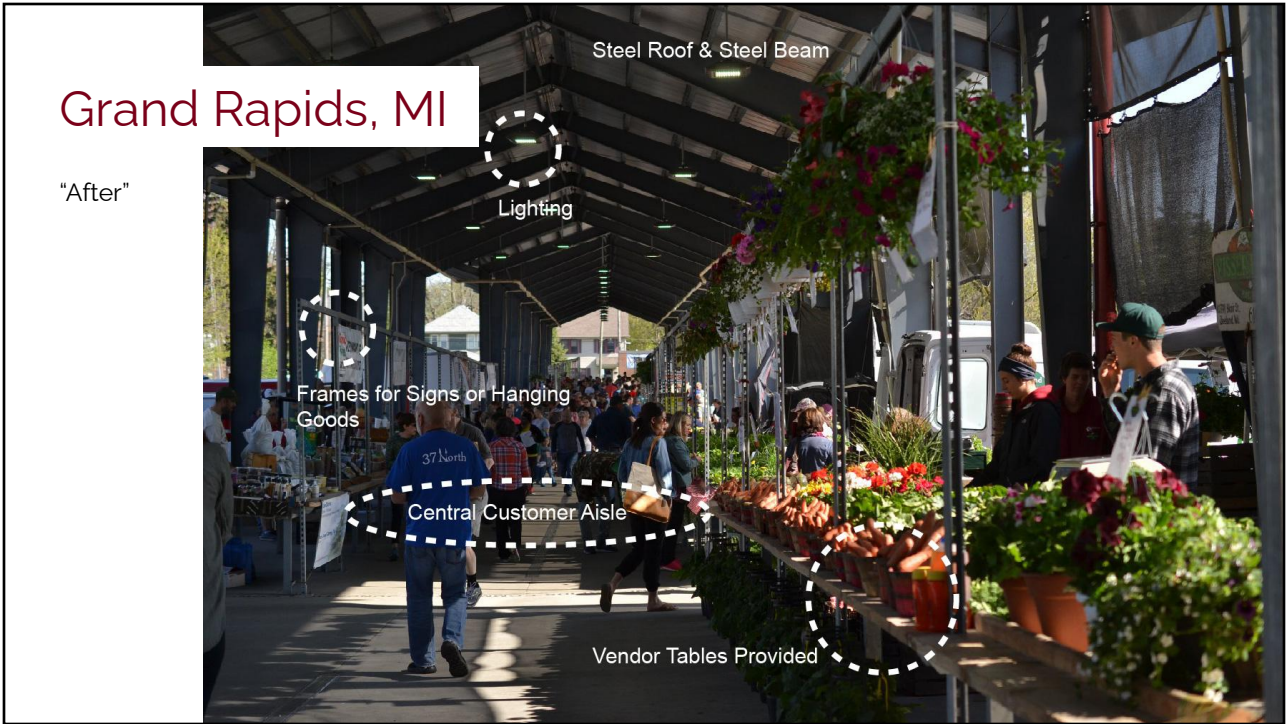
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Precedents

- Look at other successful farmers market projects.
- What can we learn from them?
- What would we like to see in Austin?





Eau Claire, WI



Saint Paul, MN



Eau Claire, WI



Saint Paul, MN



Precedents Wrap-up

What do you like about these other sites?

What do you think would work for Austin?

Dream big. Start small.

More information

Impact Austin - Mary Anne Duren
impactaustinnm@gmail.com

CSBR - Daniel Handeen
dhandeen@umn.edu



Survey links

Round 1: Customer Survey

<http://bit.ly/impactaustinsurvey>

Round 2: Precedent and brainstorming survey

<http://bit.ly/round2survey>

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Farmers Market in Austin

Exploration of Potential Relocation and Expansion

Town Hall #2: Design and Element proposals





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Proposed designs and site elements

December 11th:
Presentation of proposed design synthesis
<https://umn.zoom.us/j/95316048487>

Survey #1 results

253 total respondents

2020 Surveys

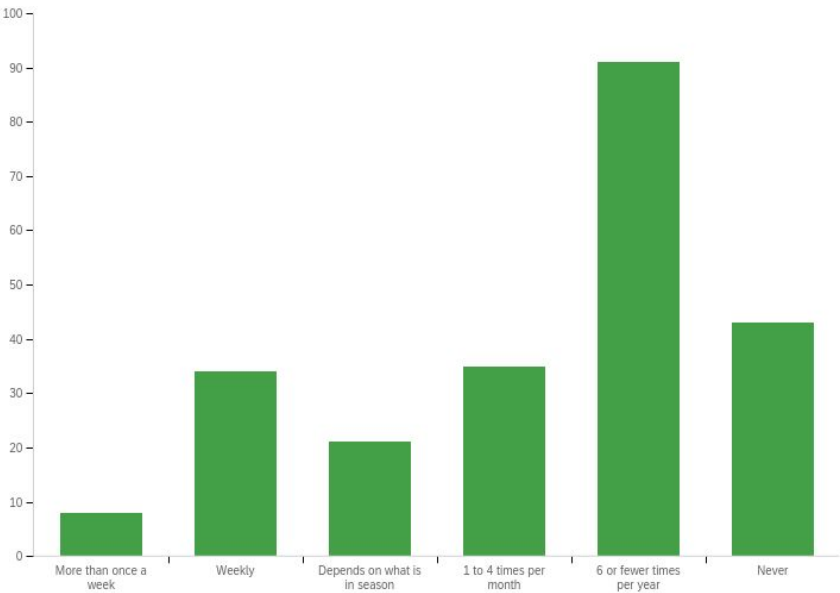
Goal - Determine the space and design that will best serve the community of Austin.

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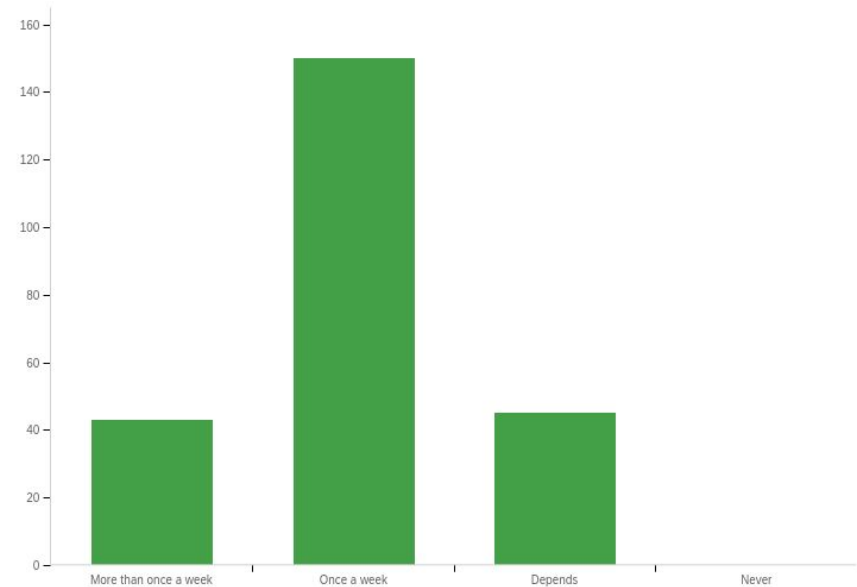
Survey 2 - Precedents and Brainstorming - what would your ideal farmers market look like? - CLOSED

Survey 3 - Feedback on 3 design proposals - what should be included in the proposed final design?

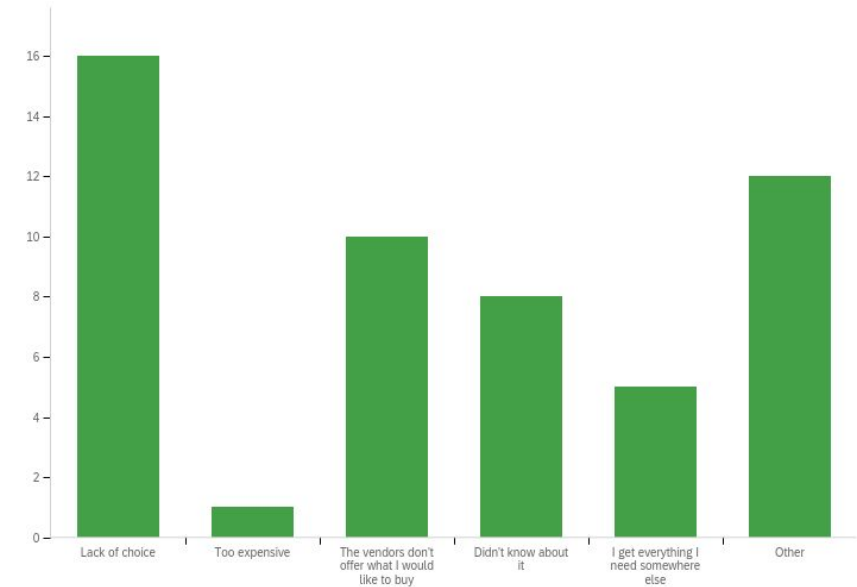
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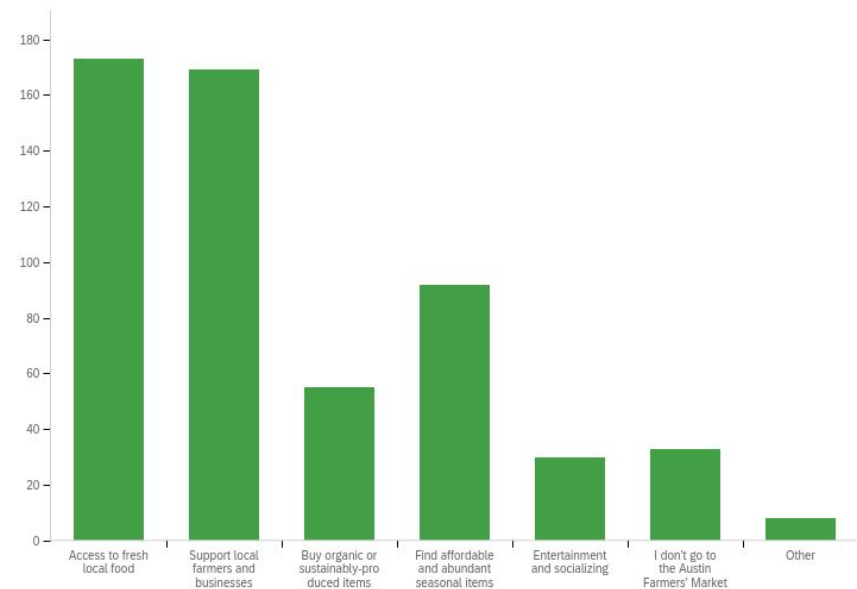
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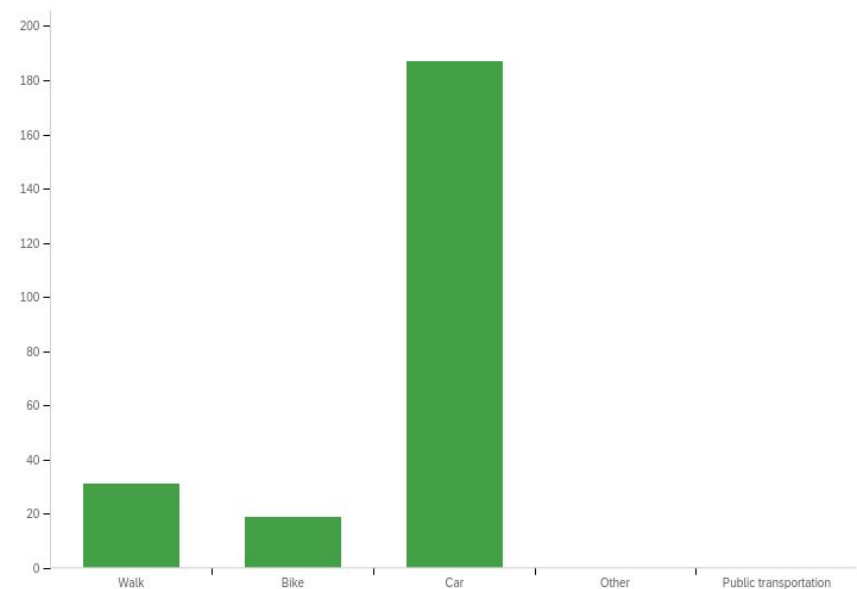
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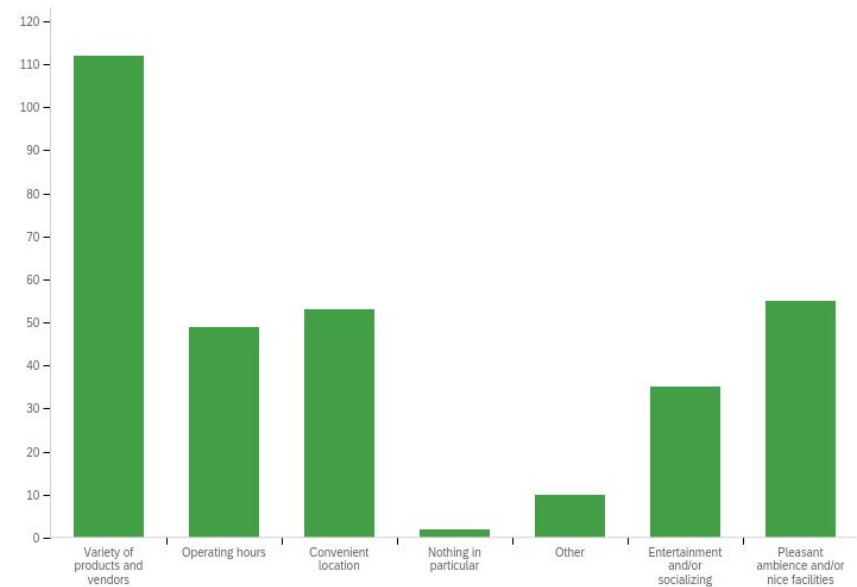
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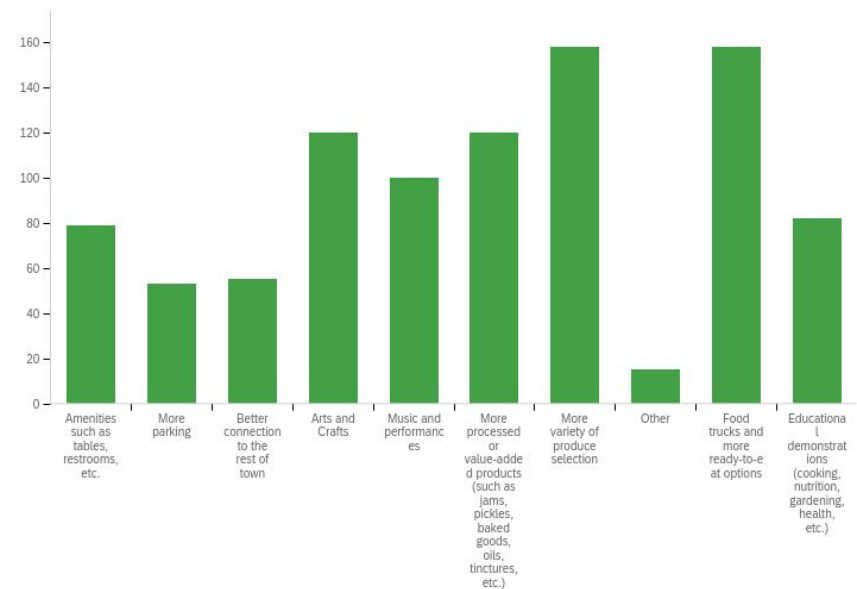
What do you like about the other markets that you attend?



Precedents: Survey #2

48 total respondents

What else would you like to see at the Austin Farmers' Market?





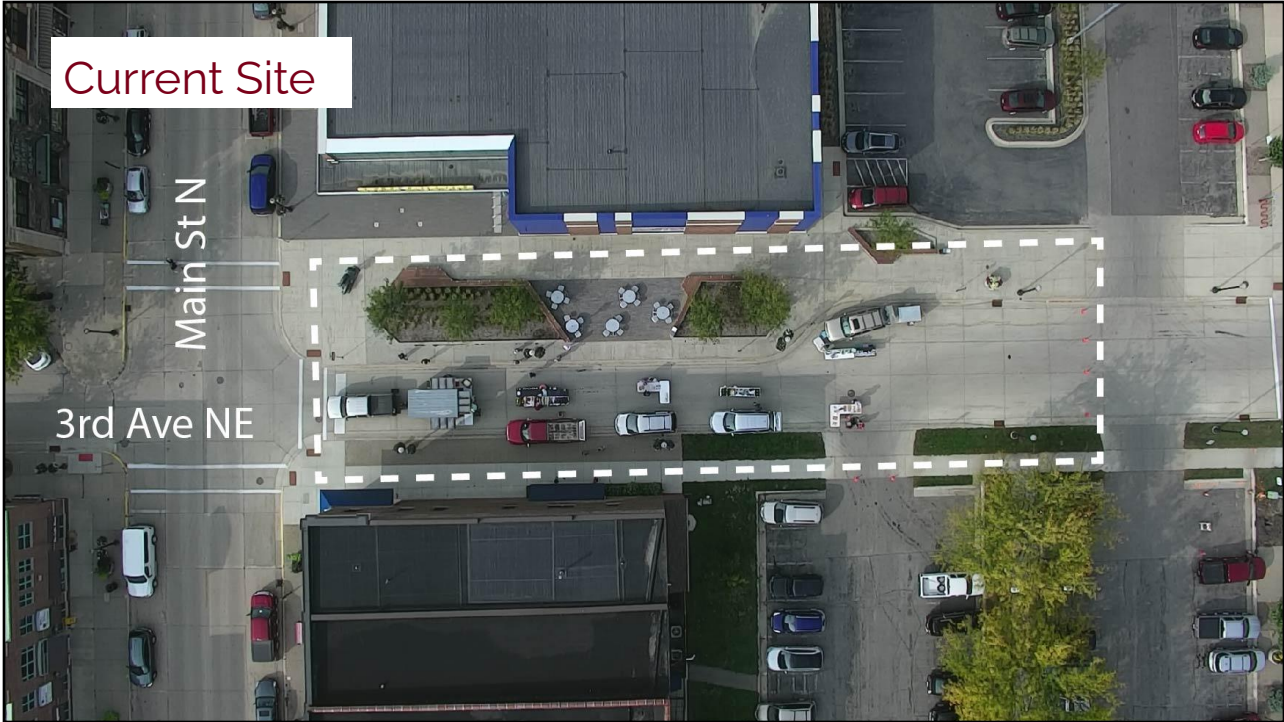


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- Key themes:
- Variety
 - More vendors
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 - Parking
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Potential Future Site?

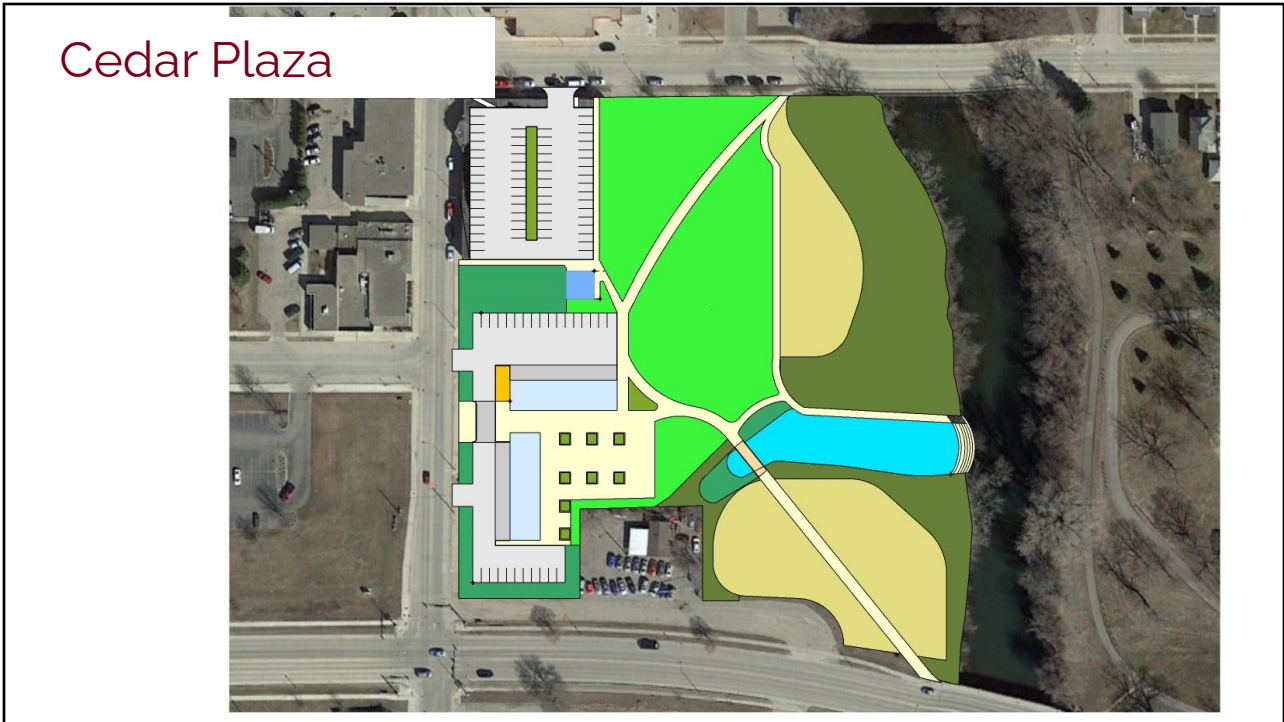
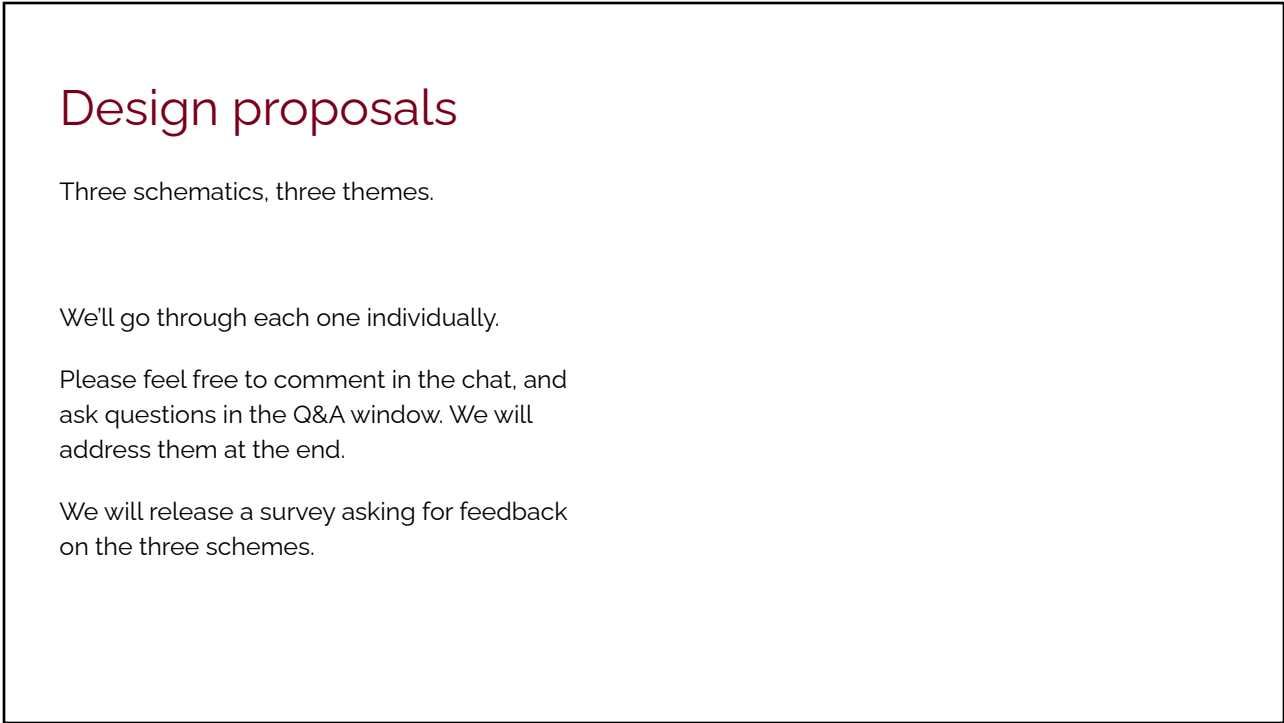


Current Site

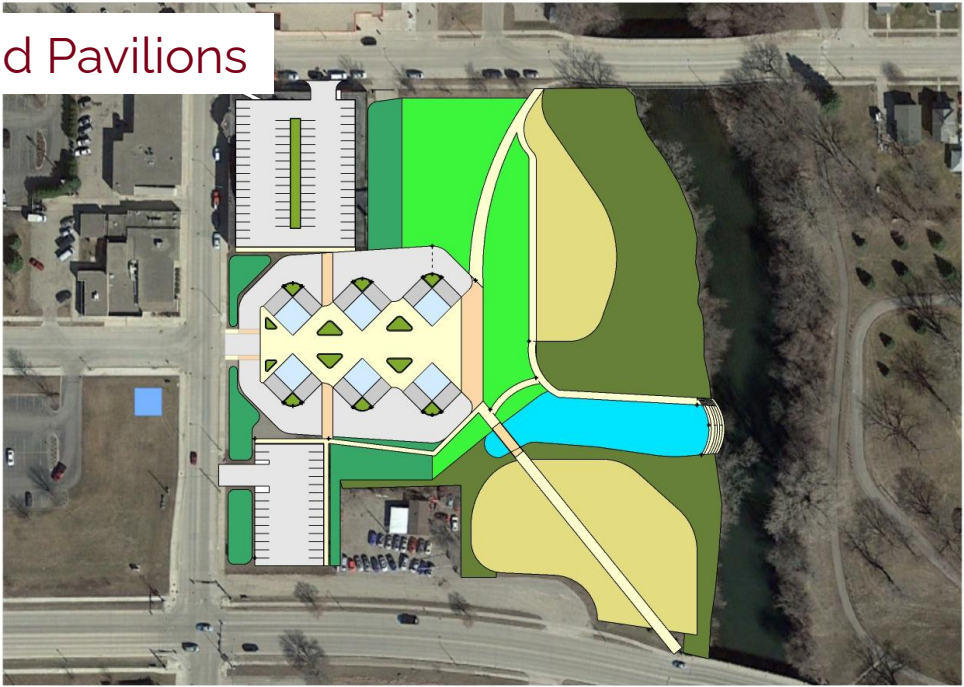


3rd Street Site





Diamond Pavilions

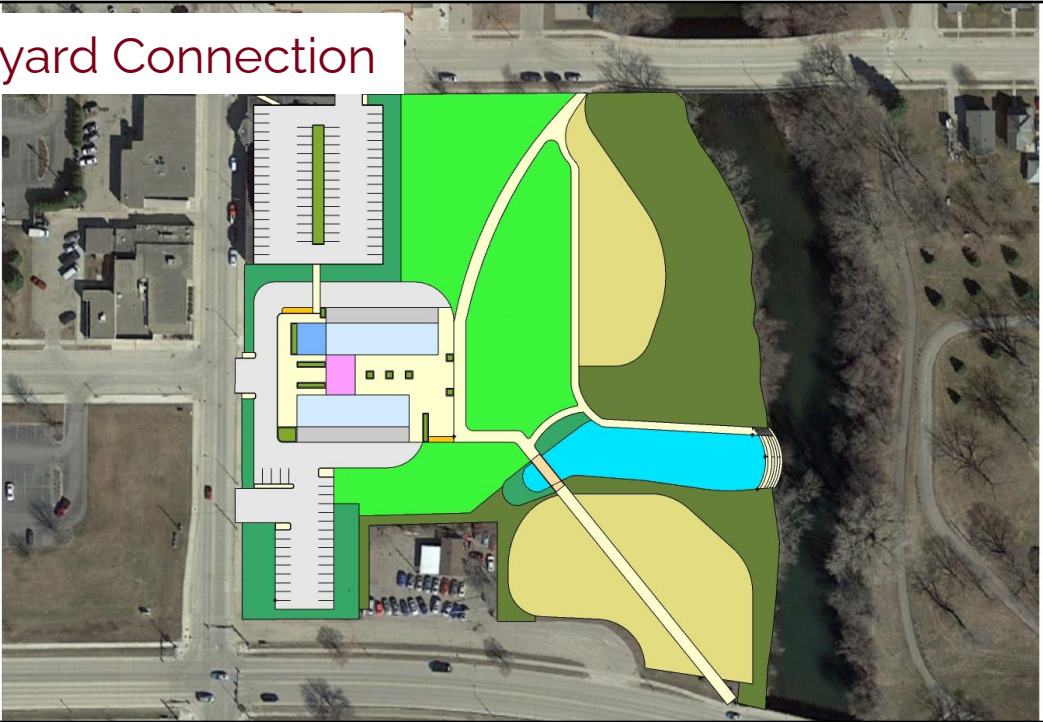


More information

Impact Austin - Mary Anne Duren
impactaustinmn@gmail.com

CSBR - Daniel Handeen
dhandeen@umn.edu

Courtyard Connection



Survey links

Round 3: Design proposal feedback
TO BE ANNOUNCED

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Farmers Market in Austin

Exploration of Potential Relocation and Expansion

Town Hall #3: Design Synthesis



Center for Sustainable Building Research



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Captioning can be selected in the Zoom control panel.

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January:

Report

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Survey 2 - Precedents and Brainstorming - what would your ideal farmers market look like? - CLOSED

Survey 3 - Feedback on 3 design proposals - what should be included in the proposed final design? - CLOSED

Farmers' Market **Customer** Survey

Attendance frequency

What do customers like about the farmers' market?

What else would they like in a farmers' market?

Farmers' Market **Customer** Survey

Common responses (281 respondents):

- Downtown location is good
- Desire for more selection and variety
- Desire for activities (yoga, classes, kids' events, live music)
- Would like food trucks

Farmers' Market **Vendor** Survey

Common responses (27 respondents):

- Downtown location is good
 - SPAM Museum has been a great partner
 - Some really don't like the location
- Desire for more customers
- Concerns about affordability



Precedent and Brainstorming Survey

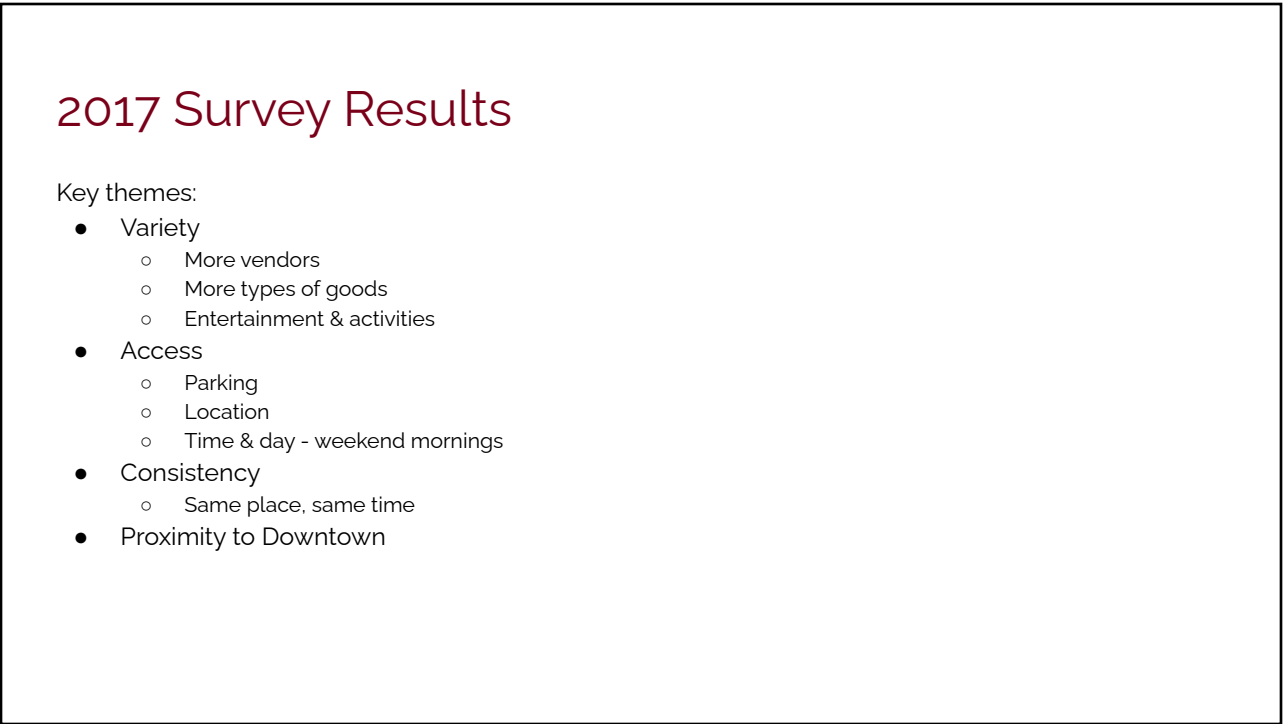
Showed images of other farmers' markets and asked what they like and disliked about them.

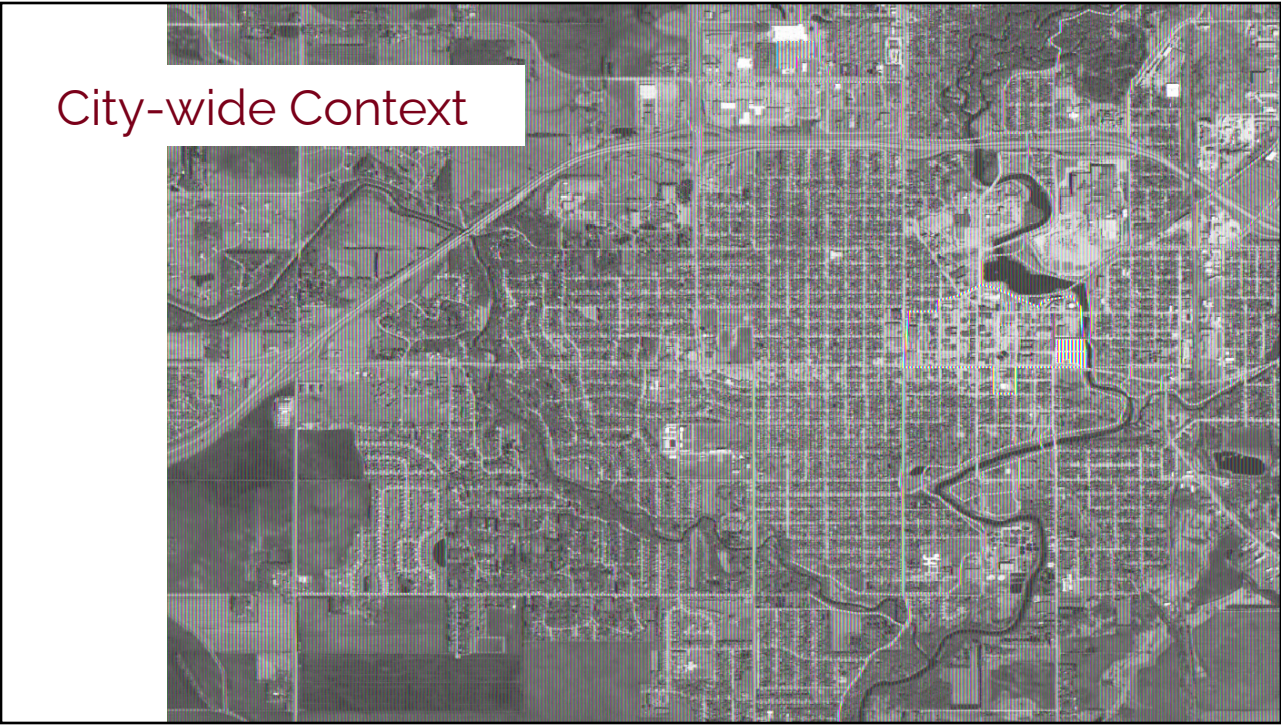
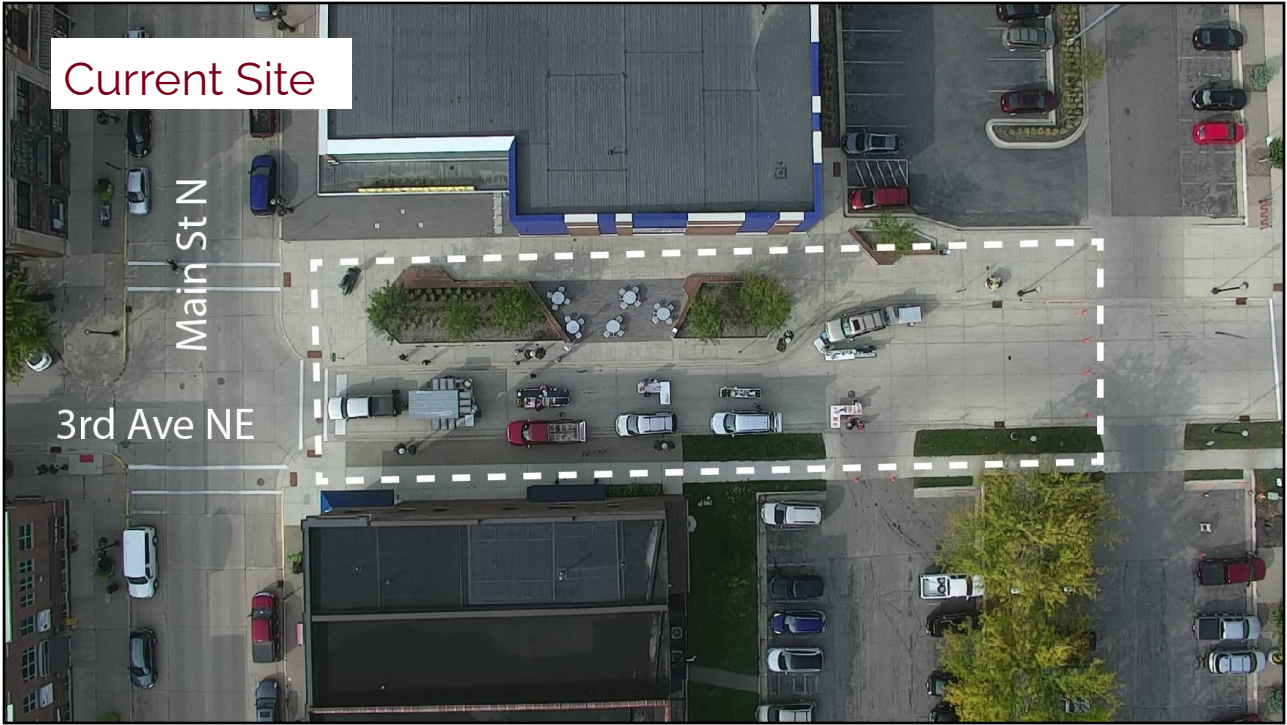
Solicited additional ideas and suggestions.

53 total respondents









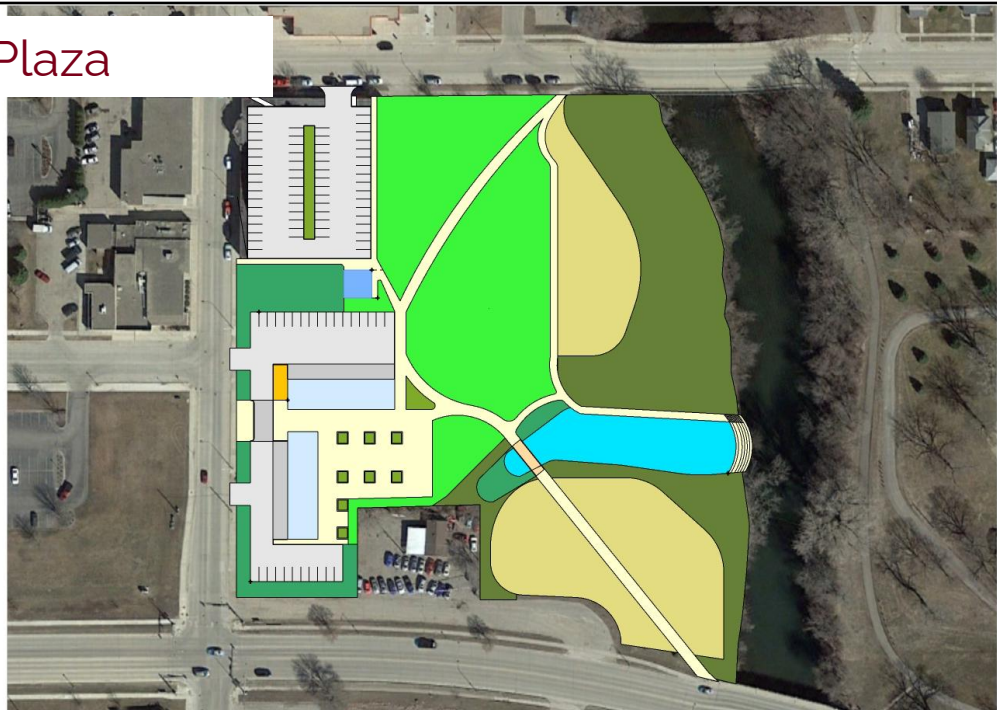
Design proposals

Three schematics, three themes

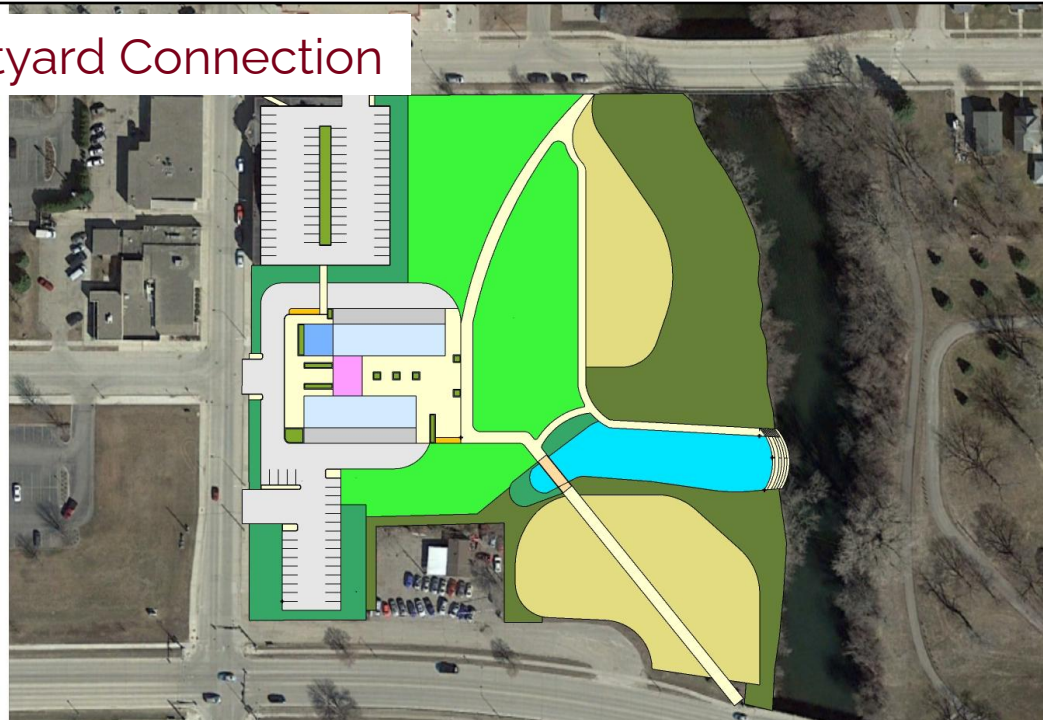
Similar content with different arrangements

Please view the second town hall meeting for more info about the three proposals:
Link is [here](#).

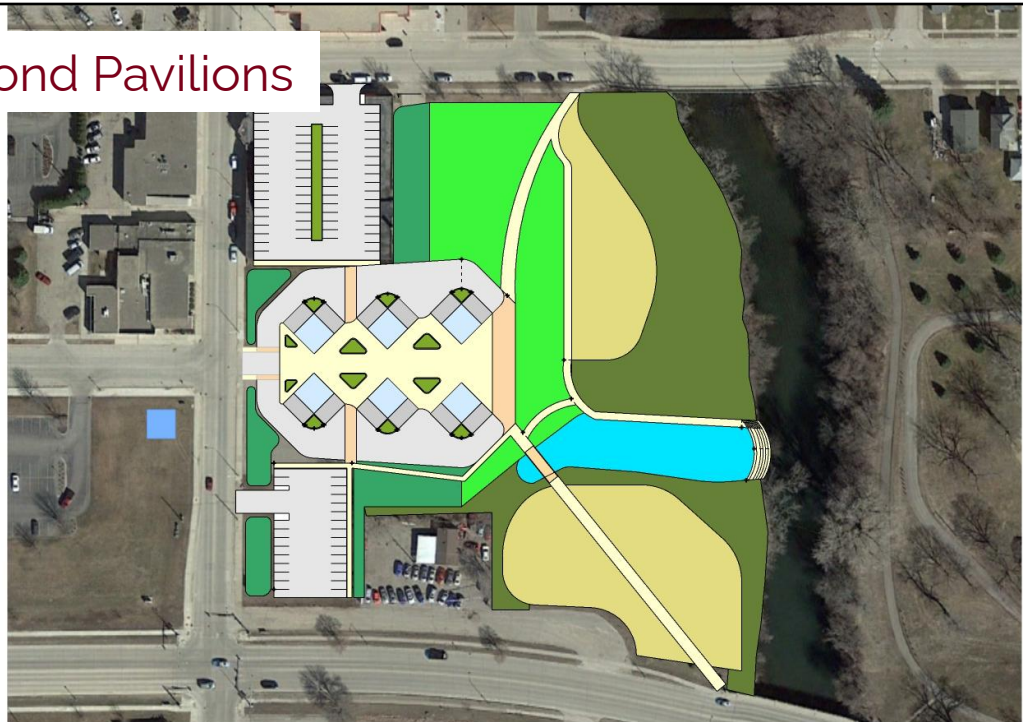
Cedar Plaza



Courtyard Connection



Diamond Pavilions



Design proposal survey results

Likes:

- Larger canopies (16)
- Ample parking (15)
- Open space/field (16)
- Prairie restoration (16)
- Central plaza (19)
- Restrooms on site (16)

Dislikes:

- Terp property into parking lot (2)
- Restrooms off site (9)
- Multiple small canopies (7)

Overall preference was split between the two plans with longer canopies.

Additional suggestions:

- Outlets/power for vendor use, and for events and music.
- Sculpture garden
- Bike racks
- Use the Terp
- Solar panels

Design proposal survey results

"Love the diversified ways the space can be leveraged to build upon the river, downtown, bike/walk trails and also benefit overflow parking for the arena. Multiple community partners can benefit from this. Also love the continued commitment to capitalizing on strengths of Austin, on the natural beauty and sustainability. This becomes a branding and marketing win."

"I am so happy to see the market returning to this location. This was the best location, and I miss it being here. This provides easy access to all, ample parking, a nice green space surrounding, etc..."

"This is inspiring and exciting. I know there are many steps and hurdles to jump but if there is a community that can create collective impact in so many other areas like we have done...we can do this! This space would elevate the downtown area sustainably. Building on what we have and creating something uniquely ours to be shared with others who visit!"

Design synthesis

Guiding principles:

- Multi-use facility
- Stormwater and flood planning
- High visibility
- Ease of access
- Phased installation

Overstory Tree Palette



Understory Tree Palette



Shrubs Palette



Grasses & Sedges Palette



Grasses & Sedges Palette cont.



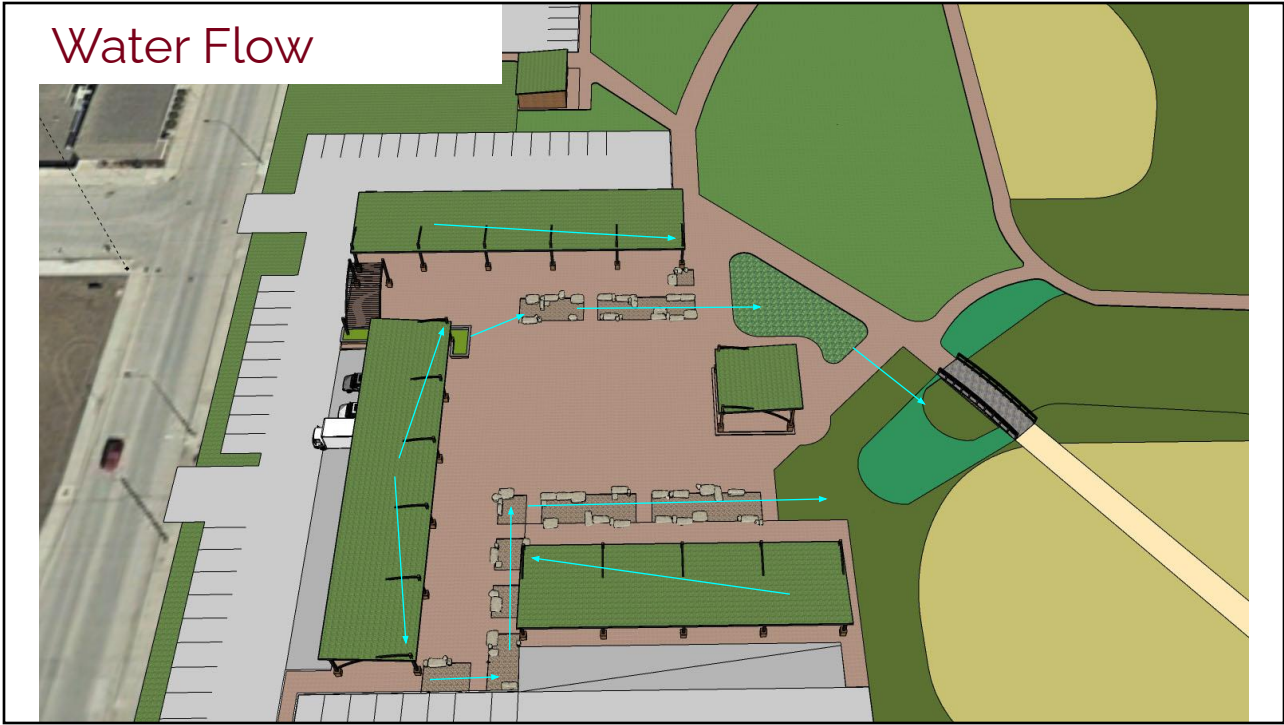
Flowers Palette



Green Roofs

- Native Plants
- Slows stormwater (reducing flooding)
- Cleans stormwater
- Benefits to wildlife
- Improves air quality
- Reduces heat island effects





Design synthesis

This design is by no means final!
Stakeholder input is welcomed.

Contact info:
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Drawing for Chamber Bucks!

Each drawing is for 1 of 5 \$20 Austin Chamber gift cards.

Voluntary entry from Survey respondents.

Need not be present to win.

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